65

BROADCASTING

combined with

Broadcast Advertising

Published Semi-Monthly • Vol. 8 No. 8

Canada and Foreign $4.00 the Year

WASHINGTON, D. C.
APRIL 15, 1935

$3.00 the Year
15c the Copy

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WGY's Dominance of the "Great Northeast" is Unchallenged . . .

WGY

50,000 WATTS

SCHENECTADY

In the wealthy markets of Eastern and Central New York State and Western New England, no other station serving this population of over 4,000,000 comes anywhere near equaling the power, the prestige, the program popularity or the selling record of WGY . . . an NBC Red Network station.

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

WEAF & WJZ — WRC & WMAL — WMAQ & WENR — KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY
PITTSBURGH—KDKA • CLEVELAND—WTAM • DENVER—KOA • PORTLAND, ORE.—KEX • SPOKANE—KGA • SEATTLE—KJR

A Daily Sports Program . . .

In America's No. 1 Test Market Is Now For Sale

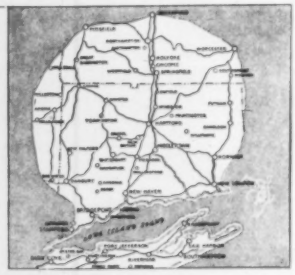
WTIC's Special Sports Program offers advertisers a rare opportunity thoroughly to cover a prosperous population at reasonable cost.

The program will start at the opening of the baseball season and will give the scores of the National, American and International Leagues, together with interesting comments on baseball and other current sports.

Time: 6:45 to 7:00 P.M. Seven days per week. Added Feature: Scores repeated at 11:00 to 11:05 P.M. seven days per week.

The majority of people in the WTIC Communities are dependent on the radio for that day's sport news. The program, therefore, reaches a peak audience. 1,580,000 in the primary coverage area. 680,000 more in the secondary coverage area. (Jansky & Bailey survey figures.)

This program is necessarily offered subject to prior sale. For particulars and price, telephone or wire at once.



THE WTIC COMMUNITIES
A PROSPEROUS POPULATION IN A COMPACT MARKET

WTIC

50,000 WATTS

HARTFORD · CONNECTICUT

The Travelers Broadcasting Service Corporation
Member New England and NBC-WEAF Networks

PAUL W. MORENCY, *General Mgr.* **JAMES F. CLANCY**, *Business Mgr.*

NEW YORK OFFICE, 220 EAST 42nd STREET *J. J. WEED, Manager*
CHICAGO OFFICE, 203 N. WABASH AVENUE *C. C. WEED, Manager*

Am I my Brother's Keeper?

A definite responsibility must be recognized and accepted by those who control the wide influence of the nation's Broadcasting Stations. Censorship is imperative if advertising on the air continues to increase in effectiveness. The unworthy must be denied association with the worthy.

When commercial broadcasting was first accepted, the long established and successful censorship regulations of the Post-Dispatch were adopted by KSD. The pitfalls of inexperience were avoided and KSD listeners have always been protected.

All advertising offered for broadcasting from Station KSD is subject to rigid censorship regulations. Nothing will be accepted which is misleading, deceptive, repulsive or suggestive, or that which attacks the integrity of persons, institutions or merchandise.

Advertisers using the facilities of KSD are, therefore, assured that the text of business announcements will be comparable with the high quality which has characterized KSD entertainment programs.

KSD

A DISTINGUISHED BROADCASTING STATION

Station KSD—The St. Louis Post-Dispatch

Edward Petry & Co., National Advertising Representatives

Published semi-monthly by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Five WSM broadcasts pull $11,144 for Gardner Nursery

(Complete story in five paragraphs)

1. *Contract*—On December 11, 1934, the Gardner Nursery of Osage, Iowa, through its agency, the Northwest Radio Advertising Co., contracted with WSM for 13 15-minute spot broadcasts. These broadcasts, which were to go on the air once a week, were to be built to sell, for $1.00, a complete assortment of plants, shrubs, and seeds. Those who ordered were to form a mailing list for the Gardner catalog. From their reorders would come the nursery's profit.

2. *Program*—With the client's approval, WSM designed and produced a program calculated to do the job. It was a simple combination of music and advice on gardening—the advice being given by a character known simply as the Master Gardener. There was nothing pretentious about it. Plain, outspoken, friendly—the Master Gardener talked of seed-time and planting, invited listeners to order. That was all.

3. *Results*—The first program went on the air Jan. 26—was repeated once a week thereafter. On Feb. 25, tabulations covering the first five weeks showed that the programs had pulled dollar orders as follows:

Jan. 26	2203
Feb. 2	1676
Feb. 9	2697
Feb. 16	2663
Feb. 23	1905

4. *Telegram*—Meanwhile, on Feb. 14, had come this telegram: *"Radio Station WSM—Needless to say we are delighted with the wonderful response from WSM Stop We feel that you are not being adequately compensated for the tremendous volume of business you are sending us and will gladly entertain suggestions from you whereby we can spend a little more money for additional night periods throughout the week Stop You are doing a wonderful job for us what can we do for you Kindest regards. Kraft, Northwest Radio Advertising Company."*

5. *Increase*—Today, instead of one 15-minute program, the Gardner Nursery sponsors on WSM three programs a week, each designed to do a definite selling job to a particular audience. Continued increase in orders shows that they have not failed. Again we repeat—*Get the right program on the right station and you'll get results.*

●

Agency Men, Advertisers—NOTE

Write us today for Program Release and Open Time Schedule and complete information regarding WSM's talent, production, and merchandising facilities.

WSM 50,000 WATTS

COMPLETE PRODUCTION FACILITIES

Edward Petry & Co., Inc., Exclusive National Representatives

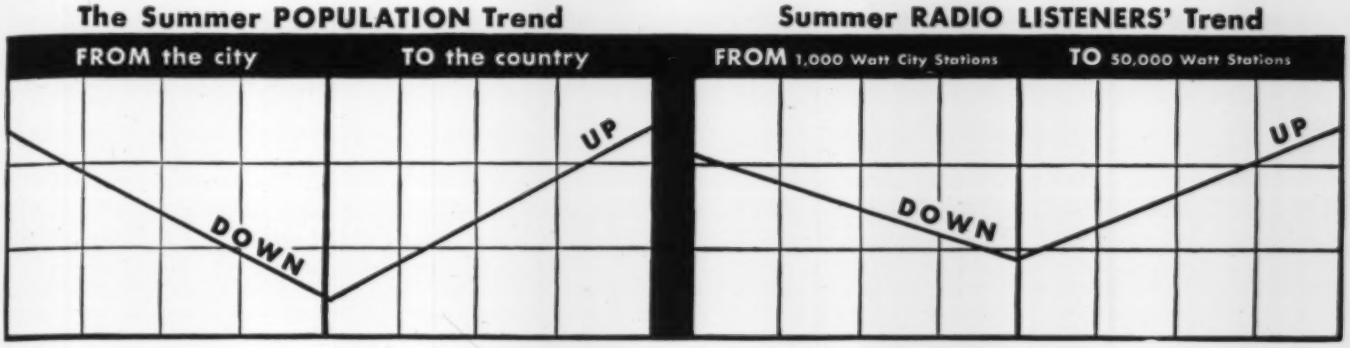
Owned and operated by the

NATIONAL LIFE & ACCIDENT INSURANCE CO., Inc., NASHVILLE, TENN.

The Weak Get Weaker—The Strong Get Stronger

Due to "Summer Migration" from City to Resort

100 to 1,000 watt, "city" stations **LOSE** much of their metropolitan audience
50,000 watt, wide range stations **GAIN** listeners in outlying districts



SOME advertisers using a group of 'city' stations to 'cover' Western America and seeing only half of this picture (the summer exodus FROM the city TO the country) cancel their advertising.

Other advertisers, analyzing the other half of this picture (the increase in summer listeners to 50,000 watt stations) have discovered a genuine opportunity to get EXTRA advertising results—simply by concentrating a major campaign on K N X during the evenings.

POWER TO BURN

With its 50,000 watts, its new 'vertical radiator' antenna (giving the equivalent of 100,000 watts), its peculiarly advantageous location which bulges its signal northward and eastward, K N X easily blankets the far western states even in summer

Inasmuch as K N X has never claimed a dominant audience in the cities of San Francisco, Portland, Seattle, Spokane, Tacoma, Denver and Salt Lake City, due to sharing audiences with local stations, all vacationists from these 'centers' are PLUS coverage for K N X summer advertisers.

Thus for the cost of a 'local' program, you get full western coverage if you select K N X for this summer's campaign. No need to lose contact with either your city or country customers. No need to let your western dealers lose interest. Do a bang-up summer selling job this year. Buy K N X.

Write for additional 'summer facts' and available time and talent.

BIG USERS OF SUMMER TIME ON KNX

GENERAL MILLS, INC. —*Wheaties*
FELS CO. —*Fels-Naptha Soap*
WANDER CO. —*Ovaltine*
CALIFORNIA PRUNE & APRICOT GROWERS' ASS'N —*Sunsweet Prune Juice*
CURTISS CANDY CO. —*Baby Ruth*
UNITED STATES TOBACCO CO. —*Dill's Best*
LIBBY, McNEILL & LIBBY —*Evaporated Milk*
HORLICK'S MALTED MILK CO.
RICHFIELD OIL COMPANY
and others

"THE VOICE OF HOLLYWOOD"—*Speaking with 50,000 Watts on National Cleared Channel*
Hollywood, California

Represented by JOHN BLAIR & COMPANY

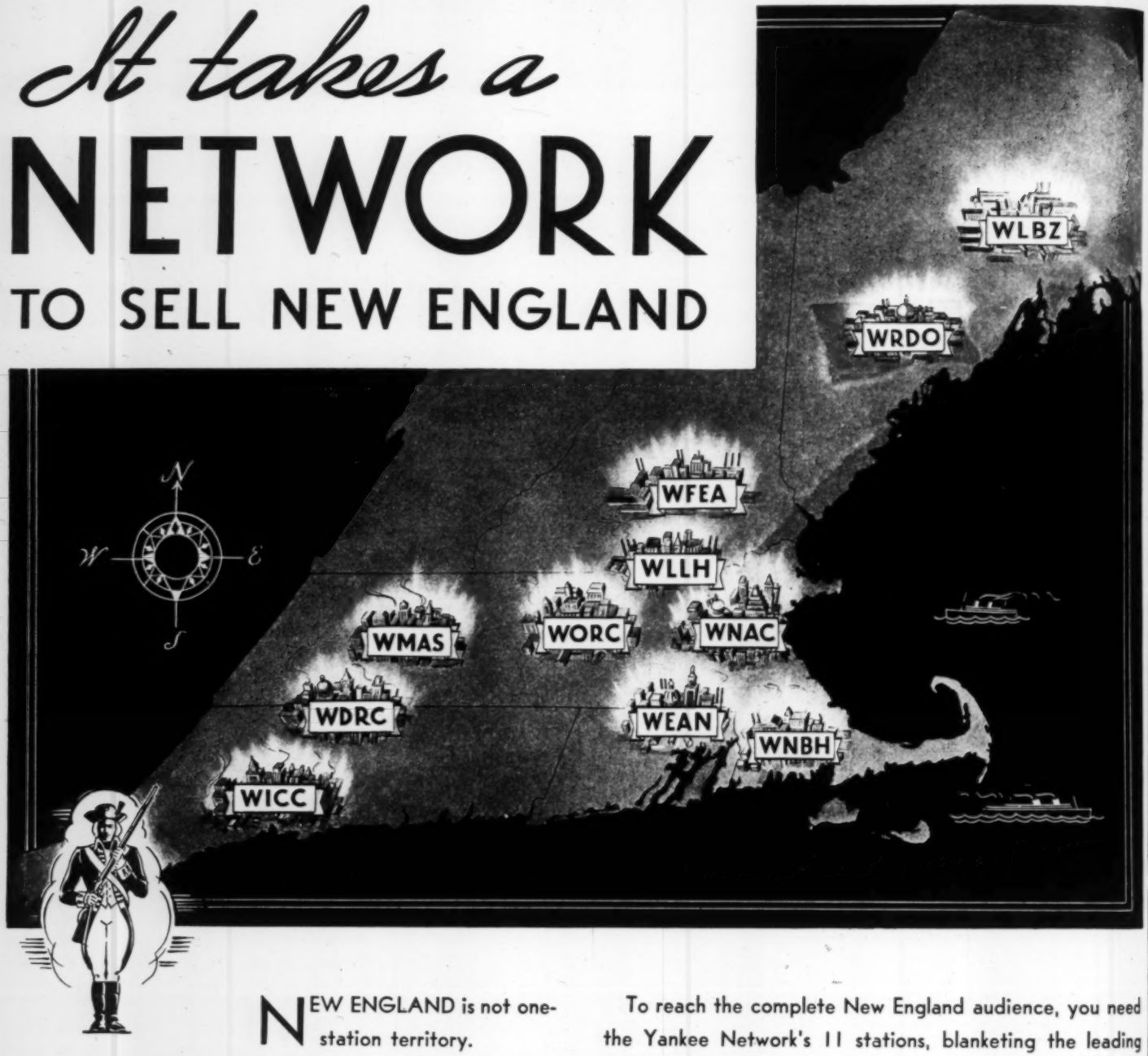
NEW YORK
342 MADISON AVENUE

DETROIT
NEW CENTER BUILDING

CHICAGO
520 NO. MICHIGAN AVE.

SAN FRANCISCO
485 CALIFORNIA STREET

It takes a
NETWORK
TO SELL NEW ENGLAND



NEW ENGLAND is not one-station territory.

It cannot be compared to any western area dominated by one station.

Audience density has made New England fertile ground for local stations, which have created local listening habits and made it impossible to cover New England listening areas with a single outlet.

The Yankee Network ties into one great listening unit the local listeners of 11 separate centers of population. On the strength of local showmanship and program appeal, it has created a network audience that cannot be duplicated in size by any one New England station or any other group.

To reach the complete New England audience, you need the Yankee Network's 11 stations, blanketing the leading trading areas.

THE YANKEE NETWORK, INC.
21 BROOKLINE AVENUE, BOSTON
EDWARD PETRY & CO., INC., Exclusive National Sales Representative

NEW YORK—17 East 42nd St.	Murray Hill 2-3850
CHICAGO—Wrigley Bldg.	Superior 7742
DETROIT—General Motors Bldg.	Madison 1035
SAN FRANCISCO—865 Mission St.	Sutter 6400

YANKEE NETWORK

BROADCASTING
and
Broadcast Advertising

Vol. 8 No. 8 WASHINGTON, D. C. APRIL 15, 1935 $3.00 A YEAR — 15c A COPY

Radio Reacts Quickly to Program Mandate

By SOL TAISHOFF

FCC Elaborates on Statement of Policy as Prall Denies Reform Intent; Networks Impose Stricter Selection

REACTIONS from both advertisers and stations to the campaign of the FCC against medical care and medical products programs viewed as questionable have come thick and fast since the disclosure of the FCC's new policy. Every indication from the recently reorganized Commission was that it does not intend to let up in its drive to "cleanse" the ether of this character of commercial business.

Immediately after the appearance of the last issue of BROADCASTING, in which was published a list of medical services and medical products made public by the FCC as being "under investigation", the Broadcast Division was beseiged with inquiries from manufacturers of the commodities mentioned, together with requests from stations as to what they might do to appraise such accounts in advance. A large number of broadcasters have personally visited the FCC, while others have called their Washington attorneys for advice and information.

Avoiding Censorship

AS FOR the FCC itself, which launched the campaign under the new leadership of Chairman Anning S. Prall, there was every indication that it would move cautiously lest it become embroiled in any censorship controversies. It is specifically prohibited by the Communications Act from exercising any censorship powers, and has no authority whatever to take punitive action against the advertisers. It can proceed only against broadcast station licensees, and then only on a showing that, through the broadcasting of such questionable programs, the licensee has failed to serve the public interest.

There were reports from many stations that they had promptly cancelled contracts covering accounts they considered of doubtful character. This led to inquiries from the advertisers themselves as to what they might do to meet the situation, but in such cases the FCC was in no position to advise since it is obligated only to regulate the holders of station licenses.

In an effort to clear the air as much as possible and to answer the questions raised by broadcasters and by advertisers, BROADCASTING submitted to the FCC a series of questions as to what might be done to check in advance whether a particular account is acceptable. The questions and answers are published elsewhere on this page.

It was only after considerable debate between the Law Department of the FCC and Chairman Prall that these answers were forthcoming. They advise the station or the advertiser to check with other governmental agencies for whatever information they may have regarding the products. This statement was made as a blanket answer:

"If a station licensee is not prudent and intelligent enough to find its sources of information to properly guide it, then it is not properly qualified to operate a station in the public interest according to law."

Asked whether any new products or programs, in addition to the list published April 1, were under investigation, it was stated that such complaints are continually received from various sources, and that only a portion of them are "meritorious". After their receipt, they are investigated, and these investigations are "strictly confidential".

Meanwhile, Chairman Prall and others at the FCC have received many comments on the newly instituted drive. Mr. Prall asserted April 11 that his purpose is to help commercial broadcasting. He said the vast majority of stations, which are performing excellent public service, must not be penalized because of the sins of the small minority.

"We are not seeking to hurt any broadcasting station by forcing it to discontinue certain sponsored programs," the FCC chairman asserted. "We feel that a station will be more successful in the long run if it foregoes programs from questionable advertisers and of doubtful taste now.

"I wish to assure all concerned that the Commission is in no sense attempting to institute a 'reform' movement. We are performing our duty, as we see it, without regard to the movements of reform organizations."

Action by Networks

SIMULTANEOUSLY, it became known that both of the nation-wide networks have decided not to renew certain accounts sponsored by laxative manufacturers when they expire. This move on their part actually preceded the FCC campaign and, it is understood, was decided upon because there now is sufficient demand for network time to warrant still more careful "choosing" of program sponsors. One large network account, sponsored by a proprietary manufacturer, will end this month under this new policy since the sponsor desired to go off the air for the summer. The company was informed that it would not be permitted to resume its schedule in the fall, as it has in the past.

When other laxative and proprietary accounts believed to be in somewhat bad taste expire they likewise will not be renewed under the policies established by NBC and CBS. A number of independent stations have announced that they no longer will accept such programs.

To emphasize the policy it has established in connection with cathartic accounts, NBC reissued a statement first promulgated on Dec. 5, 1933, in which it announced it would accept no additional cathartic accounts, and that upon expiration and non-renewal of contracted accounts, they would be dropped. So many questions have been asked regarding the acceptability of such accounts, NBC stated in the bulletin sent to agencies, clients and other groups, "that we are calling this to your attention." The statement of policy, follows in full text:

Effective December 5, 1933, and until further notice, NBC will accept no additional cathartic accounts.

This means any and all products which are advertised and sold for the purpose of internal physical cleansing or elimination.

The foregoing in no way relates to accounts of this character now under contract, or renewals of such ac-

FCC's Advice on Checking Accounts

TO CLARIFY the status of questionable accounts, BROADCASTING asked the FCC the following questions:

"What can station, advertiser or agency do beforehand to ascertain if a particular account is acceptable?

"Can he query the Food & Drugs Administration, Federal Trade Commission or Federal Communications Commission?"

The FCC's answer, as prepared by its Law Department, follows:

"The broadcaster can write or telegraph (a) the Federal Trade Commission; (b) the Pure Food and Drug Administration; and (c) the Post Office Department, giving the name of the proposed advertiser and the proposed product to be advertised and request that any of these governmental offices wire collect or write information as to whether or not any "cease and desist order", "fraud order", "citation", record of proceedings of hearing, or other public action has been taken against the advertiser or product. *However, the broadcaster may not request from any of the above offices any information of a confidential nature.* [Italics are FCC's.] Experience will show that in most cases some one of the above offices will have sufficient public information available to guide the broadcaster. This Commission may not answer any such query because Section 326 of the Communications Act specifically prohibits such action.

"State and Federal courts have handed down many decisions concerning specific products and advertisers. Examination of these decisions would greatly help broadcasters. Most states have agencies to regulate stock promotions and promoters. The state boards of public health and other agencies regulating the activities of medical practitioners invariably have a fund of information available concerning questionable medical practices and practitioners. *In any event, this question is one which essentially does not concern the Commission as the sole responsibility of operating its station in the public interest and according to law is upon the station licensee.* [Italics are FCC's.] If a station licensee is not prudent and intelligent enough to find its sources of information to properly guide it, then it is not properly qualified to operate a station in the public interest and according to law."

counts. However, in the event of the expiration and non-renewal of any such contract, it is not to be further solicited for re-contracting and the advertiser should be informed that NBC feels that the commercialism necessary to any such product's programs is opposed to the best interests of radio as an advertising medium.

Inquiry at the Federal Trade Commission, which has been surveying all continuities of broadcasting stations, network and transcription companies since last July, revealed that it has not had occasion to issue a solitary complaint against any station or advertiser because of false or fradulent advertising. There have been a sizable number of continuities which have been questioned, it was stated officially, but in every instance the advertiser has volunteered to alter his continuity, with the result that no punitive action has been necessary. In such cases, the entire matter is kept confidential.

It was developed that certain of the programs questioned by the FCC also have been investigated by the Trade Commission and that in one case—involving Dr. Ritholz Optical Co., of Chicago—cease and desist orders had been issued as recently as last year.

Further emphasis upon the objectives of the FCC in broadcast programming was given by Chairman Prall April 10 in an address at the meeting of the Women's National Radio Committee in New York, and broadcast over both NBC and CBS. "The FCC," he said, "is determined to clear the air of offensive programs and to encourage to that end broadcasters, who, regardless of the success or failure of the future of broadcasting, count only its present financial responsibilities.

"At our command we have the best the world has produced in science, literature, music, drama and other wholesome entertainment. We must not fail to take advantage of this great opportunity. We must not turn radio broadcasting into a grotesque sideshow by producing obnoxious programs. The Commission cannot approve or disapprove any program prior to its rendition.

"Under the Communications Act, governing radio broadcasting, we may not exercise any direct control over radio programs, we cannot censor what is said on the air. That is right and proper, for you can readily see the political consequences if any governmental agency were invested with such bureaucratic powers while any one political party is in power, but we can maintain a general surveillance over radio stations and networks under our broad authority in the public interest, convenience and necessity. We can, however, take into account the public interest as a whole, or in part, of the general program structures of radio stations, and if they are consistent violators, we can refuse to renew their licenses.

Up To Station Owners

"THE FCC looks to station owners, and not to the sponsors of advertising, to present and broadcast programs in the public interest and therefore can only hold station owners responsible.

"The reaction to my last broadcast has been most encouraging. Broadcasters, with an eye single to the future possibilities of radio and who are now maintaining a high standard in program presentation, have assured me of their unqualified support in our efforts to improve conditions within the industry and all other forward-looking policies we have in mind. In my judgment the broadcaster, who keeps his advertisers in good company, will prove the maxim of the survival of the fittest. The press also has been most complimentary in its comments regarding these policies and today we supplement this with the guaranteed support of some ten million women. The broadcasting industry cannot go far wrong if it gives ear to the advice of this great army, in whose homes perhaps nearly two-thirds of the manufactured radio sets have been placed.

"To those who are not informed as to the objects of this triumvirate, I am pleased to announce that periodically throughout the year representatives of the Women's National Radio Committee, the NAB, the two great networks, and the Chairman of the FCC will meet to discuss and, if possible, to solve the perplexing program problems or other questions of broadcasting which may arise from time to time.

"I wish also to assure both the broadcasters and the Women's National Radio Committee of my appreciation for their interest in solving this problem. But let there be no misunderstanding about radio programs. I would not care to have the impression go forth that we expect every advertiser or every broadcasting station to go on the air with high-priced stars or symphonies. We know that many of them are lacking in financial ability to do so. We do expect, however, that regardless of the cost, or the variety, or the type of entertainment produced, it will be clean and wholesome."

THEIR PROGRAMS JUDGED BEST—Left to right: C. F. Price, vice president, Remington Rand Inc.; William S. Paley, CBS president; Anning S. Prall, FCC chairman, who presented the scroll awards; Col. Richard C. Patterson, NBC executive vice president, and Alfred H. Swayne, vice president, General Motors Corp. (See story in Column 4.)

Loew Theatre Group Projects Network; WMCA-WIP May Extend Program Plan

ALREADY serving three New England stations with programs from New York, plans are definitely under way whereby the Loew theatrical organization, affiliated with Metro-Goldwyn-Mayer, may enter the network broadcasting field. From WHN, the Loew station in New York, programs now are being fed to WMEX, Boston; WPRO, Providence, and W1XBS, Waterbury, Conn., over lines which had been set up for the disbanded American Broadcasting Co. network.

Meanwhile, it was learned that negotiations for definite contracts are under way with these three stations, and with WOL, Washington, WCBM, Baltimore, and stations in Philadelphia. There is discussion of five-year contracts, with the stations agreeing to pay their line charges, plus certain talent costs. Thus far no network sales organization has been established and conversations have not gone beyond program-supply arrangements. WDEL, Wilmington, it is learned, also is being contacted.

Louis K. Sidney, the newly appointed manager of WHN, succeeding Maj. Edward Bowes, is handling the negotiations along with Charles C. Moskowitz, vice president of both M-G-M and Loew's. Mr. Sidney has been prominently identified with the Loew's organization as a theatre operator.

Seven-Station Hook-up

PLANS were said to be in a formative stage, but it was expected that within ten days a seven-station network along the Eastern seaboard would be aligned with stations formerly affiliated with the ABS and ABC chains. Whether the project contemplates expansion in other directions could not be ascertained. Through the availability of Loew and M-G-M stars, and an exclusive talent tieup with the William Morris agency, WHN is in a position to embark on program origination for either local or network dissemination on a much more ambitious scale than in the past, it was pointed out. It is understood that additional funds have been set aside for the station's operation, as a prelude to general expansion.

As of April 7, WPRO, W1XBS and WMEX began receiving sustaining service from WHN. This, however, was described as "temporary" until such time as regular contracts could be negotiated. On the preceding day, WNEW, New York, which had been feeding programs to certain of the former ABC stations, announced that it had discontinued this service.

In another quarter, it was learned that preliminary steps also are being taken by WMCA, New York, and WIP, Philadelphia, now joined in a mutual exchange arrangement, to expand along the Eastern seaboard. Tentative propositions, it was reported, have been made to the same stations being contacted by the Loew's organization.

Unofficially, it is estimated that approximately $500,000 was lost in the ABS and ABC ventures since their inception last October.

Awards Are Given To Four Programs Selected as Best

March of Time, General Motors Symphony Picked by Women

FOUR AWARDS for the musical and non-musical network programs adjudged best on the air, two each in the sustaining and commercial categories, were made April 10 at a lunch by the Women's National Radio Committee in the St. Regis Hotel, New York. Anning S. Prall, chairman of the FCC, presented parchment scrolls to representatives of the companies responsible for the winning programs. The awards were as follows:

Best musical commercial program—"General Motors' Sunday Night Symphony Hour" on NBC. Presented to Alfred H. Swayne, General Motors vice president.

Best non-musical commercial program—"The March of Time" on CBS. Presented to C. F. Price, representing Remington Rand Inc., sponsor company at the time of selection.

Best musical sustaining program—"Columbia Concert Hall". William S. Paley, CBS president, was presented with the award.

Best non-musical sustaining program—NBC's "You and Your Government" series, presented in cooperation with the National Advisory Council on Radio in Education. Presented to Richard C. Patterson, Jr., NBC executive vice president.

The actual presentation ceremony was broadcast over both NBC and CBS from 3 to 3:15 p. m. Mr. Prall, before making the presentations, delivered the principal address, reported elsewhere in this issue.

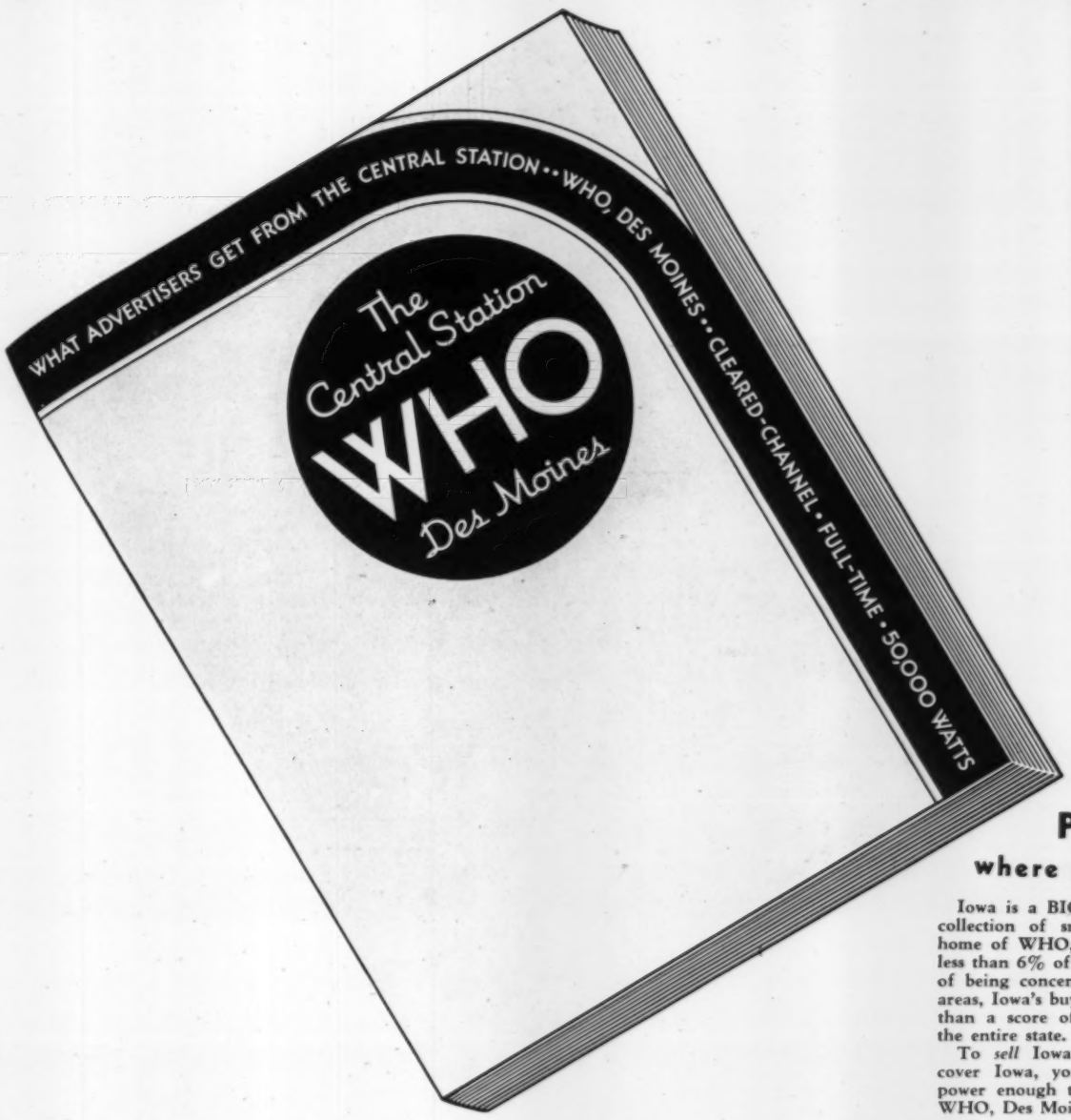
Mrs. Harold Vincent Milligan, chairman of the committee, welcomed the guests. About 40 programs which received most votes in a nationwide preliminary survey were considered by the committee, it was explained. These had been nominated by members of the 23 national women's organizations which are affiliated with the National Radio Committee.

Uniform Quality

IN CHOOSING between these 40, it was found that many of the musical programs were not of uniform quality. In some cases high-class artists were employed to sing second-rate songs which they would not even consider including in their concerts or recitals. In other instances, the solo performers' selections were of good quality, but the orchestral numbers belong to a different category and should have been in a different program.

A large proportion of the non-musical programs which figured high on the list submitted to the committee were in the news field—either comment or dramatization. Among the runner-up features on the networks were the *Drama Guild* (NBC), *American School of the Air* (CBS), *Luz Theatre of the Air*, and R. F. Warner Co.'s presentations for Vince. Non-network programs included health talks on WOR, and WEVD's *University of the Air* and *Traveltalks*.

BOOK-OF-THE-MONTH


WHAT ADVERTISERS GET FROM THE CENTRAL STATION • • WHO, DES MOINES • • CLEARED-CHANNEL • FULL-TIME • 50,000 WATTS
The Central Station
WHO
Des Moines

POWER—
where power is needed

Iowa is a BIG market, because it is a BIG collection of smaller markets. Des Moines, home of WHO, is Iowa's largest city, yet has less than 6% of the state's population. Instead of being concentrated in limited metropolitan areas, Iowa's buying power flows through more than a score of trading centers, spread over the entire state.

To *sell* Iowa, you must *cover* it—and to cover Iowa, you need the one station with power enough to do the job single-handed—WHO, Des Moines, 50,000 watts.

AGENCY men who have seen advance copies, say that this 32-page brochure on WHO, just off the press, is a long step forward in concise presentation of station facilities —and a real help toward a better understanding of those vital factors that enable some advertisers to get extra dividends from radio. These brochures are too expensive for widespread distribution, but we will be glad to send a copy to any executive genuinely interested in the selling power of radio.

CENTRAL BROADCASTING COMPANY

J. O. Maland, Mgr. DES MOINES, IOWA *Phone 3-7147*

National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Los Angeles, San Francisco

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

Now Using

MUTUAL

Aitken-Kynett Company

Atherton & Currier

N. W. Ayer & Son

Biow Company, Inc.

Donahue & Coe, Inc.

Erwin, Wasey & Company

Johnson-Dallis Company

Lord & Thomas

McCord Company

Sehl Advertising Agency

J. L. Sugden Advertising Co.

J. Walter Thompson

THESE RADIO-MINDED AGENCIES ARE NOW BUYING MUTUAL

. . . Last year four of these agencies placed over $11,000,000 worth of network time.

Now these four have joined the rapidly growing list of agencies which are on the air more than 12 hours every week selling the Mutual audience.

12 hours a week—11% of all waking time.

Here is startling proof of Mutual's value as a selling force. When the leaders endorse a proposition you can bank on its merits.

The Mutual Broadcasting System offers unusual advantages—

- direct approach to the 5,700,000 families in the five metropolitan markets of New York, Chicago, Philadelphia, Detroit and Cincinnati.
- power which pounds deep into the areas adjacent to these centers with force enough to produce volume sales.
- low cost where sales are greatest.

Ask any member station representative for full details about the

MUTUAL BROADCASTING SYSTEM

WGN—*Chicago* **WLW**—*Cincinnati* **WOR**—*Newark* **WXYZ**—*Detroit*

U. P. and I. N. S. May Sell Radio News

Press-Radio Bureau Likely to be Continued if ANPA Approves Plan for Revised Rules of Operation

POSSIBILITY that the two privately-owned press associations, United Press and International News Service, will shortly enter the broadcasting field to supply radio stations with news for broadcasting purposes looms large on the eve of the annual convention in New York of the American Newspaper Publishers Association, April 23-26. Unless it is rejected by that convention, the continuance of the Press-Radio Bureau of the Publishers National Radio Committee is practically assured under somewhat altered rules of operation.

That the radio-press situation as a whole is not only due for a complete overhauling but is likely to come to a definite head soon, as predicted in the March 1 issue of BROADCASTING, was evident after a meeting in New York April 5 where preparations were made to prepare a report to the ANPA convention.

Present at the meeting, which was closed, were E. H. Harris, publisher of the *Richmond* (Ind.) *Palladium-Item* and chairman of the Publishers National Radio Committee; Howard Davis, *New York Herald-Tribune*, president of the ANPA; Edwin S. Friendly, *New York Sun*, chairman of the Press-Radio Bureau governing committee; M. H. Aylesworth and Frank E. Mason, NBC; William S. Paley and Paul W. White, CBS; Jackson Elliott, Associated Press; Hugh Baillie, United Press; Joseph V. Connolly and Barry Faris, International News Service, and T. J. White, representing the Hearst radio and newspaper interests.

Proposed Changes

WHILE no definite decisions were announced, it developed as a result of this meeting that the following changes in the present radio-news setup may be expected if the ANPA approves the recommendations which Mr. Harris is now drawing up:

1. The Press-Radio Bureau will be continued for at least another year, with the NBC and CBS guaranteeing sufficient revenues to maintain it.

2. There will be no liberalization of the Press-Radio Bureau's service schedule except as this may be dictated by competitive conditions, and no sponsorship of its news will be permitted.

3. The United Press and International News Service "reserve the right" to enter the field of supplying news to broadcasting stations on a commercial basis, with stations being allowed to sell this news to sponsors.

4. There will probably be a "gentlemen's agreement" for the U. P. and I. N. S. not to try to sell stations which are now subscribing to the Press-Radio Bureau reports, though so far as can be learned no method has been suggested by which such stations can subscribe if they voluntarily drop their Press-Radio Bureau service.

5. Changes in the existing set-up will be made slowly to avoid antagonizing newspaper owners who are clients of U. P. and I. N. S.

6. Though no specific mention will be made of any private news-gathering agency which now or in the future may be selling news to radio stations, the press associations are expected to drive hardest in the territories where stations are now buying Transradio Press.

No special meeting of the Publishers National Radio Committee was called after the New York meeting, and it is presumed that Mr. Harris' draft report will be circulated to the committee members by mail. Its other members are John Cowles, publisher of the *Des Moines Register & Tribune* and James Stahlman, publisher of the *Nashville Banner*, and Edwin S. Friendly, business manager of the *New York Sun*.

The position of the Associated Press—which with the U. P. and I. N. S. furnishes its reports to the Press-Radio Bureau for condensation into the two daily 5-minute news periods and for the protection of radio stations on spot flashes of transcendent importance—is not clear but it is considered unlikely that it will enter the field of selling news to radio stations in view of the fact that it is mutually owned by its member newspapers. It seems certain, however, that the subject will also be considered by the A. P. directorate at its annual meeting in New York April 22. Mr. Cowles, whose newspapers operate three radio stations, is also on the board of the A. P.

Change in Attitude

THE U. P. and I. N. S. while continuing to supply their reports to Press-Radio Bureau, will probably make available their complete reports to subscribing stations for a fuller service than two 5-minute periods daily. Neither Mr. Baillie, newly-elected president of the U. P., nor Mr. Connolly, president of I. N. S., would confirm or deny the fact, obtained by BROADCASTING from reliable sources, that they propose to enter the radio field and sell news direct to radio stations.

It is possible, of course, that they will change their minds if the sentiment of the ANPA convention is such as to arouse fears that they will lose substantial newspaper clientele if they go into radio. On the other hand, the attitude of publishers appears to have undergone a considerable change during the last year in view of the success of Transradio Press in gathering its own news. They have learned that they hold no monopoly on news and that

(Continued on page 43)

Continental Baking Co. Expands News Programs

WITH the signing of KSD, St. Louis *Post-Dispatch* station, and KMBC, Kansas City, the list of stations carrying Transradio Press news flashes daily under sponsorship of the Continental Baking Co., New York, has grown to eleven. KSD's contract was effective April 1 and KMBC April 8. The account is handled by Batten, Barton, Durstine & Osborn Inc., New York. (See April 1 BROADCASTING for earlier details.)

In addition, WOR, Newark, on April 15 starts a five-minute Transradio news period at 6:55-7 p. m., five nights weekly, to augment its regular news periods of 15 minutes at 5 and 11 p. m.

The same agency is handling the account of Waitt & Bond, Newark (Blackstone Yankee cigars) which is also sponsoring Transradio Press on various stations, adding WIP, Philadelphia, on April 9 for the 11 p. m. period four nights weekly. The cigar company has also taken five one-minute announcements weekly on WGR, Buffalo, and WSYR, Syracuse. Continental buys Transradio direct through the agency while the cigar sponsor purchases the news periods on stations already subscribing to Transradio.

AFTER five years, during which time Tulsa, Okla., newspapers did not publish radio programs or radio news, the *Tulsa Tribune* has started a Sunday radio page devoted to local station and national network news.

Third News Bureau For Radio Started

FORMATION of a second independent news gathering and distributing organization to supply a complete news service to radio stations and sponsors was announced in New York April 5. Called Inter-Continental Communications Inc., with headquarters at 101 Park Ave., New York, it is scheduled to enter the radio news field April 22, according to Malcolm Strauss, president.

Mr. Strauss, who at one time was on the old *New York Herald*, declined to disclose the backers of the venture except to say that he was one of them himself and that there were several others. Various stations, he said, have already been lined up for the service, which will be sold in some cities on an exclusive basis and also offered to advertisers and agencies for their own sponsor placements.

Chester Hope, former Hearst managing editor, will head the editorial staff, which Mr. Strauss said will comprise bureaus and correspondents in key cities of the country, special correspondents in foreign capitals and affiliations with several news services. Gates Ferguson, formerly with the International Telephone & Telegraph Co. and the Postal Telegraph Co., is director of communications.

News will be delivered both by teletype and short wave radio, arrangements now being made for the latter. In addition, special mail features will be offered.

Fund in News Case Arouses Protests

PROTESTS from nearly a dozen newspaper-owned broadcasting stations against the action of the NAB in connection with the raising of funds in behalf of KVOS, Bellingham, Wash., to help defray the costs incident to the appeal of the Associated Press from the decision of Federal Judge John C. Bowen in the radio-press controversy, have been received during the last fortnight at NAB headquarters in Washington. The letters, more or less uniform in content, contend that the proposal was entirely "uncalled for" and beyond the province of the NAB. They argued that the effect might be to arouse the ire of the entire newspaper field.

The case in question is that in which Judge Bowen last December upheld the unrestricted right of radio stations to broadcast news once it is published in the newspapers and upholding the right of radio as a faster means of news dissemination to broadcast such news. The suit was brought by the Associated Press against the Bellingham station, and an appeal was taken to the Circuit Court of Appeals in San Francisco by the former organization. Former Senator C. C. Dill, of Washington, has been retained by KVOS.

In reply to these letters, Philip G. Loucks, NAB managing director, stated April 11 that the NAB, as such, is not intervening in the case but is acting simply as a collection agency to put KVOS in the position to carry on the appeal. "Judge Brown's decision," he asserted, "leaves the law in a confused state and it is as much in the interest of the newspapers as the radio stations that the law be clarified."

At the same time, Mr. Loucks brought out that a number of stations, including several owned by newspapers, have contributed to the KVOS fund.

Transradio for Cigars

THIRTY stations have been signed by Congress Cigar Co., Newark, through its agency, Gotham Advertising Co., New York, to carry broadcasts of Transradio Press news in a campaign for the new "Excelente" size La Palina cigars. In some cases the stations already take Transradio, and resell it, or sell participation in their news broadcasting schedule. In other cases it is bought specifically for these stations to use on this account. The schedule is highly diverse, and ranges from five to 15 minutes a day, from three to seven days a week. Some began April 1, and the remainder April 11.

Gong Protection

THE GONG'S the thing in amateur programs, believes Carter Barron, Washington representative for Loew theatres, owners of WHN, New York, and he is endeavoring to learn from the U. S. Patent Office if a "gong" can be copyrighted, patented or registered. L. K. Sidney, who succeeded Maj. Edward Bowes as manager of WHN, claims that the station is entitled to exclusive use of the particular gong adopted when WHN started the amateur fad.

WE believe that radio stations, advertisers and advertising agencies can all profit from our background of experience, our increased personnel and expanded facilities. Please note the change of firm name.

STATIONS REPRESENTED

Location	*Station*	*Location*	*Station*
Chicago, Illinois	WGN*	Omaha, Nebraska	WOW
Columbus, Ohio	WBNS	Philadelphia, Pa.	WIP
Des Moines, Iowa	KSO	Phoenix, Arizona	KTAR
Des Moines, Iowa	KRNT	Rochester, N. Y.	WHEC
Detroit, Michigan	WWJ	St. Louis, Missouri	KWK
Kansas City, Mo.	WREN	St. Paul-Mpls., Minn.	KSTP**
Los Angeles, Calif.	KNX	Salt Lake City, Utah	KDYL
New York City	WMCA	San Diego, Calif.	KFSD
Waterloo-Cedar Rapids. Ia.	WMT		

*Represented on the West Coast.
**Represented in territory outside New York.

Southwest Broadcasting System:

Fort Worth	KTAT	Austin	KNOW
San Antonio	KTSA	Waco	WACO
Dallas	KRLD	Oklahoma City	KOMA
Dallas	WRR	Houston	KTRH
Beaumont	KFDM	Shreveport	KWKH
Little Rock	KLRA	Amarillo	KGRS
		Wichita Falls	KGKO

★ ★ ★

JOHN BLAIR & COMPANY

(Formerly Greig, Blair & Spight, Inc.)

NEW YORK
341 Madison Avenue
Murray Hill 2-6084

CHICAGO
520 North Michigan Avenue
Superior 8660

DETROIT
New Center Building
Madison 7889

SAN FRANCISCO
485 California Street
Douglas 3188

A Pioneer Bank Sells Its Service by Radio

By JOE CORNELIUS
First National Bank, Spokane, Wash.

Spokane's Oldest Uses Dramatic Merchandising Programs Successfully and Has Interesting Results to Show

CAN RADIO do a job of selling for banking institutions which have the intangible commodity of good will and public trust to offer? The answer is a vigorous "yes" from the First National Bank of Spokane. In this article, the author relates how this institution's first attempt failed after a short lived trial. But then the right combination was struck, with results surpassing expectations. Thus, he says, his institution has found radio an exceptionally fine medium for producing new business and holding present patrons.

CONTRARY to general belief, the selling problems of the banking business are not vastly different from those which beset most commercial endeavors.

A bank is an enterprise organized to earn a profit for its owners and is engaged in the selling of credit, an intangible commodity, and in providing certain services of value to its patrons. Like any business house it must first attract customers and then hold them with courteous efficient service and merchandise of value to these customers. Credit is a bank's merchandise and must be wisely granted or it becomes detrimental rather than valuable to a borrower.

On the theory that selling banking services and selling tangible merchandise have much in common, Spokane's First National Bank attempted to sponsor a broadcast several years ago. I say "attempted" advisedly, because this broadcast had no particular appeal, and when contrasted with the fine programs that were beginning to make their appearances on the various networks, it was quite a sorry presentation. This program provided music by a local orchestra of average talent as a background for a commercial announcement. Since no appreciable results were obtained, the campaign was dropped after a short lived trial.

A Different Tale

THE YEAR 1934 brought a much different story. It was in cooperation with the studio staff of KHQ in Spokane that the First National Bank has developed recently a real radio selling program—a program so different from its original attempt that there is no comparison between the two—a program that has been weighed in the balance and found productive of worthwhile results. [This contract has been renewed for another year.]

This program *Romance of Achievement* is a narrative story written and presented by Don Norman of KHQ, featuring each week the achievements of a firm that has been a pioneer depositor in the First National Bank. Each story is presented from material obtained in personal interviews with the leading officers of the featured concern. The program is a weekly feature 15 minutes in length and is broadcast every Thursday evening at 9:45. Supplementing the achievement story is a musical program furnished by a "Symphony of Strings" augmented by the studio organ, under the direction of Gottfried Herbst. A short commercial announcement of an informative nature completes the program.

Spokane's First National has the distinction of being the city's oldest banking institution. As these stories of pioneers are presented, an impression of traditional dependability is being left with radio listeners, because many of the

RADIO BOOSTERS — Joseph Bailey (left), president, and A. W. Lindsay, chairman, of the First National Bank of Spokane.

firms featured — several decades old themselves—have banked with the First National since they started in business. One firm, in fact, had proudly framed its first check drawn on our bank near the start of the century.

Recently the bank has devoted the commercial announcement to messages telling about the banking business. The officers of First National appreciate that banking is essentially a business of public service and, as such, its depositors are entitled to know about a bank's record — the ability and character of its management — its responsibility—and how it invests deposits and safeguards them. That our radio program is being heard and followed is evident from the number of written comments which have been received when these informative messages were started. A few follow:

"I, personally, listen to your radio programs and enjoy them."

"I have lived the greater part of my life in California where advertising is done on a rather large scale and I have yet to hear a bank program equal the *Romance of Achievement*."

"I have listened to your broadcasts without missing one and have found them very interesting."

"—I merely mention this because it is one of the few programs that I have listened to along this line that really was interesting."

From these excerpts it is very evident that radio is doing a real selling job for the First National Bank in Spokane. Better even than kind words is the fact that much actual new business is being traced to these programs. Recently a commercial announcement mentioned that the bank was in the market for short time automobile loans. This message brought in a gratifying number of acceptable applications, the income from which will pay the radio broadcasting costs for that one evening many times over.

In summing up there are several reasons why this bank's program has been successful, and the chief ones are listed below.

1—Much good-will has been obtained from present large depositors of the bank because they cannot help feeling pleased that their bank is spending its money to advertise them and their successes to the Inland Empire.

2—Each firm is asked to notify its employes that the firm is to be featured in a First National broadcast, and many employes' accounts have been directly traced to this fact.

3—The bank is fortunate in having a large number of accounts representing substantial business interests of the city. The fact that these firms bank with the First National is creating prestige for the bank in the public mind.

4—It is often possible to present a much longer commercial message over the radio than it is by newspaper and, accordingly, the bank can often "get a message across" that would be unread except by a small minority in printed mediums.

5—It presents information rich in interest to citizens of Spokane and the Inland Empire.

After all, it is results that prove the worth of any advertising expenditure, and the officers of Spokane's First National Bank have found radio an exceptionally fine medium for producing new business and holding present patrons.

COAL IN SUMMER

Seasonal Products on the Air — Continuously Four Years

WINTER and summer, for four years, the Keller & Goetz Coal Co. has broadcast continuously on WFBL, Syracuse, N. Y., and offers a success story for year-around advertising of seasonal products.

In the spring the company sells the thought of cheaper coal prices, and in the autumn advises listeners to stock early for the winter. The sponsor's name is kept on the air during the extreme summer weeks to hold the audience and to keep the name before the public as "the" coal company of Syracuse.

Recently live talent replaced the transcription series which had been used. The program opens with ten-year-old Charlotte Hill talking to her doll and the continuity works into the comfort of a home heated with the right coal. Charlotte then turns on the radio and listeners to her air favorites, Jack Shannon and Eddie Leonard.

MOVING A STORE

Two Full Days Booked on WTJS — By Tennessee Chain Store

WHEN the Black & White Store, chain department store in Jackson, Tenn., moved into new quarters recently, it staged a two-day broadcast over WTJS, Jackson. Temporary studios were set up in the new store and seating space was arranged for several hundred.

All WTJS programs for the two days originated in the store, and broadcasts were continuous from 7 a. m. to 10 p. m. Throngs jammed the store both days, the management estimating the number at more than 20,000. A public address system was installed, with speakers at different places inside the store as well as outside.

The Black & White Co. paid regular station rates for both commercial and sustaining programs, being given an announcement every half-hour that "the broadcasts are coming direct from the big new Black & White Store in Jackson." A. B. Robinson, business manager of WTJS, handled the project.

New Transradio Sponsor

A SECOND sponsor for the Transradio Press new flash periods over WOR, Newark, has been signed by that station, with General Mills Inc., Minneapolis, starting the feature March 19 on behalf of its new product Cal-Aspirin. General Mills sponsors the 12-12:15 p. m. period Tuesdays to Saturdays inclusive, and on April 27 will begin to sponsor the 5-5:15 p. m. periods. The contract is for 52 weeks. The first news flash sponsor signed for the Transradio periods over WOR was the Fischer Baking Co., Newark, three times weekly starting March 12 at 8-8:15 a. m. WOR carries four 15-minute Transradio periods daily, all open for sponsorship.

Food and Drug Bill Punctured And Detoured to Foot of List

Score of Senate Amendments Strip It of Authority; Senators Clark and Bailey Tear It Into Shreds

WHAT appears to be the death knell for the Copeland-Tugwell bill (S. 5) to regulate the sale and advertising of food, drugs and cosmetics was sounded in the Senate April 8 when that measure, after it had been emasculated with amendments during a week of debate, was shunted to the foot of the calendar. Its chances for passage are now regarded as almost nil.

The measure became the unfinished business of the Senate on April 1 and promptly became the target of attacks from both sides of the chamber. Senator Copeland (D.) of New York, its author, employed parliamentary strategy at the last minute by having the bill laid aside. This was done to stave off a motion to recommit the measure to the Senate Commerce Committee, where it would have to start practically from scratch.

Opposition Apparent

IT WAS EVIDENT from the opposition shown, that should a food and drugs measure pass the Senate at the current session, it would be a far different measure than that offered by Senator Copeland. Relegated to a position on the calendar, under parliamentary procedure, a single objection to its consideration can force the measure over. There were signs aplenty that those objections would be made, unless all of the amendments sought by the opponents of the bill are accepted by its author. In the House the Mead bill to amend the existing Food & Drugs law is still pending but nothing has been done about its consideration.

The solitary provision against which the broadcasting industry expressed unqualified objection—that which would have discriminated against broadcasting stations and in favor of small newspapers—was rectified with the consent of Senator Copeland, after Senator Huey Long (D.) of Lousiana had made an issue of it. This came as a real surprise, inasmuch as Senator Copeland heretofore had steadfastly refused to alter the provision.

It was on the issue of multiple seizures of commodities by the Department of Agriculture, in which advertising figured prominently, and of the vesting in the department rather than the Federal Trade Commission of control over advertising, that the measure met its Waterloo. Stern opposition, which became acrimonious at times, was led by Senators Bailey of North Carolina and Clark of Missouri, both Democrats, during the week of debate.

After a motion by Senator Bailey to eliminate the multiple seizure powers and to alter the advertising provisions relating to them had carried by a vote of 44 to 29, the shelving of the bill took place. Senator Copeland had said repeatedly that if this amendment were adopted he would lose all interest in the measure for which he had worked for more than two years.

Following this legislative action, Senator Copeland, in a fierce mood, declared he would see "what the American people want" in the way of this legislation. He asserted in an interview with BROADCASTING that "repercussions are sure to come and those Senators who voted for the Bailey amendment may regret it." Asked regarding his plans, he said he probably would not call up the measure for two or three weeks, and in the meantime would endeavor to meet some of the wishes of opponents.

Many Amendments

WHEREAS Senator Bailey centered his attack upon the multiple seizure and advertising provisions, Senator Clark made his major target the provision which would give the Department of Agriculture control over advertising, rather than the Trade Commission. Senator Copeland yielded to demands for more than a score of amendments, but he said he was unalterably opposed to these changes, laying them at the doorstep of "patent medicine manufacturers" who were foisting "vile" and "dangerous" products upon the ignorant and the sick. He paraded the famed "chamber of horrors" of the Department of Agriculture before the Senate on several occasions to emphasize his points.

The crux of the contentions of both of the oppositionist leaders was that Senator Copeland, as chairman of the Commerce Committee, in effect had railroaded the measure through that committee and had not accorded committee members an opportunity to study it section by section. That was the reason Senator Clark tried to have the bill recommitted to committee with instructions that it be reported back by April 15 fully amended. On all sides the assertion was made that there was no disposition to block legislation to protect the consumer, but the opposition chieftains insisted that "sound legislation" rather than a "slip-shod" bill should be enacted.

Defines "Advertising"

THE CONTENTION was repeatedly made that the Copeland-Tugwell bill did not meet the terms expressed by President Roosevelt in his March 22 message to Congress advocating new legislation.

When the measure was brought up by Senator Copeland April 1, it was with the understanding that there would be no immediate demand for a vote in view of the absence of Senator Bailey. For five successive days the measure was debated and amended, with many of the amendments offered by Senator Copeland himself. From the outset it was apparent that the opposition would be strong, with Senator Clark on his toes to voice vigorous objections whenever he saw the need.

Senator Copeland devoted much of his time to a discussion of ad-

(*Continued on page 47*)

Daylight Time

BOTH nation-wide networks and stations in daylight saving time zones will operate their program schedules on daylight saving time beginning Sunday, April 28. In general, program listings will remain unchanged. Effective that date, programs scheduled at 8 p. m. (EST) will be heard at 8 p. m. Eastern Daylight Saving Time. The new schedules continue until late September.

Free & Sleininger Divides Its Stations Into Two Divisions

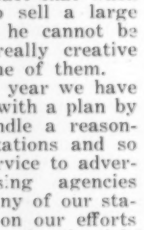
Organizes Affiliate So Better Service Can Be Given Clients

Mr. Free

BELIEVING that a radio station representative cannot do a thorough sales job for a large number of stations, Free & Sleininger Inc, has divided its list of 21 stations into two groups. One group will continue under Free & Sleininger representation while the other will be handled by an affiliated company, Free, Johns & Field Inc., according to announcement April 6 by James L. Free, president.

"The formation of an associate company and the division of the list of stations now represented by Free & Sleininger between the two organizations is not a new idea," Mr. Free stated. "As the number of stations we represent has increased we have constantly been aware of the fact that when a man is trying to sell a large number of stations he cannot be expected to do a really creative sales job for any one of them.

"For more than a year we have been experimenting with a plan by which we could handle a reasonably long list of stations and so offer an effective service to advertisers and advertising agencies without penalizing any of our stations by letting up on our efforts to give them a thorough sales job.



Mr. Johns

"The result of this experiment is the formation of an affiliate company and the separation of the stations we represent into two homogeneous groups, each consisting of stations with similar sales problems.

"The two organizations will work side by side under a single management and every member of either organization will be able to give advertisers and agencies routine information regarding rates, coverage and available time for any station on either list. But the creative selling efforts of each man will be directed toward the station represented by his organization. This will enable us to continue our single ideal of service to agencies with a double set of sales personnel."

Larger quarters will be taken both in New York and in Chicago to accommodate the enlarged staff that the addition of a second organization will require. At the present time no changes are contemplated in the Detroit office, which is headed by F. H. Weissinger and which will represent the stations of both companies. The Walter Biddick Co., with offices in Los Angeles, San Francisco, Seattle and Denver, will act as Pacific Coast representatives of both organizations.

Mr. Free will serve as president of Free, Johns & Field Inc., and also will continue as president of the parent organization. John H. Field, Jr., vice president of the new company who will have charge of its New York office, was formerly New York representative of the Yankee network. J. Frank Johns, also a vice president of the Free, Johns & Field company has been an account executive in the Chicago office of Free & Sleininger, Inc.

The new line-up of stations is being worked out and will be announced before May 1, when the arrangement goes into effect.

NBC Announces Policy For Agency Recognition Recognizing 15% Fees

A STATEMENT of policy setting forth the bases on which it recognizes advertising agencies for the payment of the 15% commission and in effect endorsing that method of compensation has been issued by the NBC. The statement is timely, in view of the current conflict between the Association of National Advertisers and the American Association of Advertising Agencies over agency compensation, rebates and other practices that have been at issue since the release last November by the ANA of the Hasse report. This report held that the advertiser, who hires the agency, should be free to make any terms he wishes rather than pay a flat commission. In a reply released last February the AAAA contested these conclusions and upheld the commission system.

The NBC statement, sent to all agencies and clients, follows:

In allowing advertising agencies 15% commission (on facilities only) the NBC established certain requirements which it believes to be in the best interests of all concerned—agency, client and itself. Briefly, these requirements are:

1. That any agency desiring recognition must furnish sufficient information on its financial condition to satisfy NBC's credit requirements.
2. That the agency shall be an independent organization free from client ownership, either direct or indirect.
3. That the agency retain the full commission allowed by NBC and furnish upon request satisfactory evidence that this has been done.
4. That agencies must give evidence that their activities are confined exclusively to the placement and service of advertising for their clients and that they do not engage in any other business. In addition, and in order to receive NBC recognition, agencies must be able to give evidence that they render advertising service other than the production of a radio program.

We retain the right to withdraw recognition at any time when any of the above principles are violated. We believe that this action will benefit the advertising agency, the advertiser and advertising generally as well as ourselves.

KHJ is TOP station in LOS ANGELES

IF YOU BLANKET THIS "WHITE SPOT"

you've covered 80.4% of the Southern California Market.

4th Market of the Nation

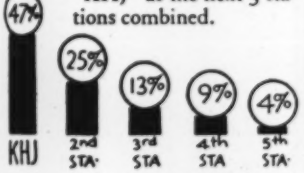
Population 2,318,526
Radio Sets 531,707

80.4% of the Radio Families of all Southern California live in 2.2% of the land area . . . in the Los Angeles Metropolitan District.

KHJ Superiority Attested in These 3 Unbiased Investigations

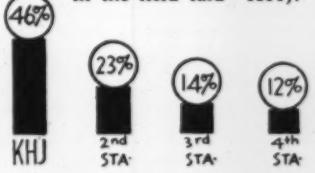
1 766 DRUGGISTS

The secretary of the Southern California Retail Druggists' Association asked his entire membership, "What radio station would you prefer to have used to merchandise drug or cosmetic items in your behalf?" As many druggists said "KHJ" as the next 3 stations combined.



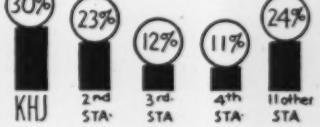
2 850 GROCERS

The managers of 850 Atlantic & Pacific, Certified and Spartan grocery stores were asked their preferences as to radio stations that would do the best selling job in Southern California. The men in the field said "KHJ."



3 64,380 Radio Listeners

The greatest mass radio survey ever attempted locally! From 6 to 9:30 P.M., every night, 7 nights a week, for 7 weeks—conducted by Radio Surveys, Inc., an "outside" organization—64,300 *completed* calls answered the question, "What radio station are you listening to now?" Here's the score!



Copies of these surveys containing a wealth of interesting data mailed on request.

The DON LEE Chain

In addition to local spot broadcasting, the Don Lee Broadcasting System gives you the utmost in flexibility to match your selling problems.

●

You can buy a Northern California network: San Francisco, Sacramento, Stockton, Fresno, Bakersfield.

●

You can buy a Southern California network: Los Angeles, San Diego, Santa Barbara.

●

You can buy a California network by combining these two and get your message over eight stations in the eight major distributing areas of California.

●

Another click of the switch and you get a Pacific Coast network, by adding Portland, Seattle, Tacoma, Spokane.

DON LEE BROADCASTING SYSTEM

Affiliated with
COLUMBIA BROADCASTING SYSTEM
C. Ellsworth Wylie, General Sales Mgr., Los Angeles

Los Angeles Office, 7th and Bixel Streets — San Francisco Office, 1000 Van Ness Avenue

KFRC, San Francisco — KHJ, Los Angeles — KGB, San Diego — KDB, Santa Barbara
KFBK, Sacramento — KWG, Stockton — KMJ, Fresno — KERN, Bakersfield

(COLUMBIA NORTHWEST UNIT) KOL, Seattle — KOIN, Portland — KVI, Tacoma — KFPY, Spokane

Recording Artists Carry Out Threats to Exact Radio Fees

NAB Asks New Society to Supply Data Demonstrating Its Right Under the Law to Demand Imposts

FORWARNED by published notices of the formation of the organization, all broadcasting stations this month received circular letters from an organization calling itself the American Society of Recording Artists, informing them that, effective May 1, they will be called upon to pay from 5 to 15 cents for each performance of phonograph records, plus a "sustaining" fee of $5 per month if they wish "licenses" from that organization. Otherwise, the threat of suit is implied. A goal of $5,000,000 annually has been set, it is understood, as the annual amount to come from broadcasting.

In March, BROADCASTING published first reports of the organization of this "Society", which conforms closely to the pattern of the American Society of Composers, Authors & Publishers, now under scrutiny as an alleged illegal monopoly by the Department of Justice and the target of pending legislation in the Senate designed to end its arbitrary powers. At that time it was pointed out that the record outfit apparently had no legal basis upon which to collect royalties. In the first instance, stations pay royalties to ASCAP and to other copyright owners whose music they perform for the right to perform such compositions no matter who performs them. Moreover, there is no legal precedent under which the artist can claim a royalty for playing of a record.

The circular letter to stations, dated April 1, is signed by George H. Hall, as managing director. In other records of the organization, however, he is listed as director of public relations. Together with the letter is sent an application for license membership in the organization, to bear the signature of the licensee and of the executive secretary of the "Society", one Arthur W. Levy. Headquarters are given as the Guaranty Building, Hollywood.

More Data Sought

APPRISED of the campaign to license stations as of May 1, Philip G. Loucks, NAB managing director, notified Mr. Levy that the entire matter has been referred to the NAB board of directors as a matter of policy. On April 10 he wrote Mr. Levy seeking additional information which could be presented to the board. The board is expected to meet prior to the NAB convention July 6-10 at Colorado Springs.

To ascertain the status of the new organization, much additional data is necessary, it is felt. Among other things, Mr. Levy is being asked to furnish a complete list of regular members of the organization; a list of recordings of each member which it proposes to license; a copy of the agreement by which the members convey to the Society the right to license; information whether stations are privileged to negotiate separately with Society members for individual recordings; under what U. S. Statute or Federal court decisions the Society bases its right to license, and upon what the Society bases the extent of liability of stations and how it would "protect" them.

Numerous stations have inquired since receipt of the circular letter, regarding the moves they should make. To NAB members, Mr. Loucks has written that the matter is receiving study. Broadcasters of Los Angeles, it is reported, have united in questioning the right of the organization to collect royalties unless and until court action is instituted to provide a legal base.

Proposed Imposts

THE letter and the contract practically advance the suggestion to stations that they pass along the royalties which would be invoked to sponsors and advertisers. The Hall letter stated that the Society "intends to begin the collection of royalties on May 1", and that it desired to have the station's signed application not later than April 15. Few if any of the signed contracts have been returned, according to best information available.

Salient points of the proposed contract are as follows:

Class A stations — (those of 1,000 watts and up) shall pay 15 cents per usage; Class B stations (500 watts to 999 watts) 10 cents per usage, and Class C stations (499 watts or less) 5 cents per usage.

Six different kinds of "usages" are defined. An uninterrupted use of talent broadcast through the medium of a recording or reproduced from either side of a 10-inch double-faced 78 r.p.m. record, where the playing time is not more than 3 minutes and 45 seconds, is called one usage. In the case of a 12-inch record, where the playing time does not exceed 5½ minutes, the "usages" total two, as does one side of a double-faced 33 1/3 r.p.m. record, where the playing time does not exceed 6 minutes. When a 33 1/3 r.p.m. record is played uninterruptedly for not to exceed 9 minutes, it shall constitute three usages. Usage of other classifications of records shall be charged accordingly, it is stated, with partial or interrupted performances to be counted at not less than "one usage".

Yearly Licenses

THE LICENSE would be issued for a term of one year and would renew for a second year unless terminated by either of the parties upon 30 days written notice. "Provided the applicant shall have fulfilled this agreement upon its part," the license blank states, "the Society agrees to release the applicant from any and all liability to it or its regular members, without compensation whatsoever, or charge therefor to it or its regular members, arising from the broadcasting of its members' talents through the medium of recordings, occurring prior to the date of signing of this application."

The "Society" also proposes a "restricted list" similar to ASCAP's. It says: "The applicant agrees to refrain from broadcasting such talents through the mediums of records, at such times as may be designated from time to time in writing by the Society, when the Society believes such broadcast may interfere with the services of any regular member, and due notice of such suspension shall be given the applicant not less than 72 hours in advance of such suspension time or date."

The station would be required to forward, on the last day of each week, on forms to be furnished by the new organization, a daily log sheet of all records played. Payments of the royalties would be on the fifth day of the month following the broadcasts. The $5 monthly service fee would be payable quarter-annually in advance, with the remittance for the first quarter to accompany the application for license.

"Nothing herein contained," says the application, "shall prohibit the applicant from charging its advertiser, sponsor or customer for the broadcasting of the said talents of the Society's said 'artist members' through the medium of said recordings."

The circular letter, covering two single-spaced pages, tells of the plight of the recording artist because he does not receive compensation for the performance of his recordings. Listed in the board of governors are some two-score outstanding artists, with Gene Austin, instigator of the organization, listed as chairman. The list includes Al Jolson, Eddie Cantor, Ben Bernie, Lucrezia Bori, Mischa Elman, Ossip Gabrilowitsch and other celebrities.

The "Society", said the Hall letter, was founded more than a year ago and includes among its membership "hundreds of the world's leading recording artists." A purpose of the organization, he added, "is to represent its members in the broadcasting field, to license broadcasters, establish a usage rate for each such use of the artist's talents and to collect for its artist members certain compensation to which, it must be admitted, they are rightfully entitled."

15-Watter Gives Up

THE UNIQUE situation wherein the FCC Broadcast Division was called upon to authorize the surrender of a station license came up April 2—and the application was granted. The station giving up the ghost was KFPM, Greenville, Tex., operated by a local furniture store. Its power of 15 watts was the lowest in the broadcast spectrum. "Losing money every day," its operator complained, "and it costs too much to hang the license on the wall." The official action granted the license surrender "because of economic conditions," the commissioners smiling as they contemplated several dozen applications on file for as many new stations in the same state.

Revision of Laws To Reduce ASCAP Burden Foreseen

Duffy Bill Slated for Hearing; Rome Pact Approval Favored

REVISION of the copyright laws in accordance with the Duffy bill (S. 2465), which would lessen the hardships of copyright users, notably broadcasters, is confidently expected at this session of Congress with the introduction of this measure in the Senate April 1. The bill, with a series of amendments proposed by the NAB, was drafted by the Interdepartmental Committee on Copyright of the State Department after extensive conferences, and would revise existing law to permit the United States to adhere to the convention for the protection of literary and artistic property under the provisions of the Rome revisions of this treaty.

Brief hearings are likely before the Senate Patents Committee, of which Senator McAdoo (D.) of California, is chairman, before consideration by the Senate. The Senate Foreign Relations Committee, however, in the light of the new bill, already has voted to report favorably to the Senate the ratification of the Rome convention. It is understood, however, that the Senate will not consider the ratification until the revised bill itself is adopted.

Infringement Costs

TERMS of the Duffy Bill were described in the April 1 issue of BROADCASTING insofar as they relate to provisions dealing with broadcasting. The only major change from the draft proposed originally by the Department of State was that which increases from $10,000 to $20,000 the maximum damages for all infringements by one infringer up to the date of judgment. The revised provision is regarded as "perfectly reasonable." The most important provision of the measure is that it would strike out of the existing law the minimum statutory damages of $250 per infringement, and leave to the court determination of damages suffered by the copyright owner.

Anti-trust Suit

MEANWHILE, on the other copyright front, efforts were being made to expedite trial of the Government's anti-trust suit against ASCAP, after the sweeping ruling March 26 by Federal Judge John C. Knox, of New York, granting the motion of the Department of Justice to limit the issue to ASCAP price-fixing. The government confidently expects to have the case heard prior to court recess in June, and is prepared to file a motion for preference.

In an official statement March 27, the Department said the rulings of Judge Knox "in effect recognized the Government's contention that the sricken matter is no defense to the charge of price-fixing under the Sherman Anti-Trust Act." It added that the government "will use every effort to bring the case to trial without delay."

IOWA'S RADIO FACE LIFTED

Again the Des Moines Register and Tribune stations do the job! Here's the new Iowa set-up:

Now, both NBC and Columbia audiences in Iowa with One hookup, through—

KSO Des Moines Basic NBC Blue Network, 500 watts daytime, 250 watts evening.

KRNT Des Moines Basic CBS Network, 1000 watts daytime, 500 watts evening.

WMT Waterloo-Cedar Rapids, Basic NBC Blue Network, 2500 watts daytime, 1000 watts evening. Studios in BOTH cities.

Plus—

1. Thorough newspaper program publicity in the Register and Tribune (circulation 265,000).
2. Complete, practical merchandising service.
3. High fidelity throughout on all three stations.
4. New vertical, optimum height antennas for best coverage.
5. Alert showmanship with the decided advantages of localization in Iowa's best markets.
6. A permanent line between Des Moines, Waterloo and Cedar Rapids with low combination rates on programs and announcements, and no line charges.
7. Popular programs for sponsorship or participation.
8. Five to one preference by local advertisers who know the local audience likes and dislikes.

For Rates, Availabilities and Other Information Write or Wire

THE IOWA BROADCASTING SYSTEM

GIVING YOU BOTH NBC AND COLUMBIA AUDIENCES IN IOWA

Register & Tribune Bldg. **Des Moines, Iowa**

Representatives: John Blair & Company, Chicago, New York, Detroit and San Francisco

Uniformity in Coverage Data To Be Studied by NAB Group

Committee of Five to Meet April 17 Will Lay Plans To Be Submitted to Advertisers and Agencies

A MEETING of the special committee of five of the NAB, named last year to develop a plan to establish a cooperative bureau of standard coverage and listener data for the benefit of agencies and advertisers, will be held in New York April 17 to consider organization details and methods of proposed operation. Following this meeting, it is planned to call a joint session of the NAB committee with committees of the Association of National Advertisers and the American Association of Advertising Agencies to form definite organization plans, with the hope of having a concrete proposal for the NAB annual convention at Colorado Springs, July 6-10.

Members of this committee, named at the NAB convention in Cincinnati last fall, include Arthur B. Church, KMBC, chairman; Edgar Kobak, NBC vice president; John Karol, research director of CBS, John V. L. Hogan, New York consulting engineer, and operator of W2XR, Long Island City, N. Y., and Walter J. Damm, WTMJ. Philip G. Loucks, NAB managing director, is ex officio member, along with Herman S. Hettinger, NAB research director.

Prorating the Cost

THE COMMITTEE will consider data accumulated by Dr. Hettinger under Mr. Loucks' direction for the organization of a cooperative bureau which would be supported jointly by the members of the three trade associations affected, and operated as an independent body, similar to the Audit Bureau of Circulation in the publications field. The tentative ratio of contribution for maintenance of the bureau, it is understood, would be 40% each for the NAB and the ANA and 20% for the AAAA.

Since he joined the NAB last November, Dr. Hettinger has been preparing data for the formation of the proposed bureau, the basic principle of which has been approved by all three of the organizations. The project grew out of the expressed need for reliable and unbiased data regarding station circulation uniformly presented from a central agency, to displace individual station surveys and listener data studies which are not uniform.

The NAB committee at this time is concerned only with the organization details, which will be taken up with the committees of the ANA and AAAA. It is the present belief that the bureau itself, if finally agreed to, should devise its own formula for determining standard coverage and listening data, subject to the prior approval of a governing committee representative of all three of the trade groups.

Agency Recognition

THE THOUGHT now is that the three committees, meeting jointly, will have crystallized an organization plan in time for discussion at the meeting of the NAB Commercial Section to be held in conjunction with the annual convention of the Advertising Federation of America at the Palmer House, Chicago, June 9-12. Also on the agenda for this meeting is the plan to establish an agency recognition bureau for stations, which would function under the NAB. Dr. Hettinger has drafted such a plan, closely paralleling the systems adopted by the publishing media, and conforming in many major respects with the plan adopted by the broadcasting stations and newspapers in the St. Paul-Minneapolis market.

Preparatory to drafting this plan, the NAB sent questionnaires to all member stations with respect to their recognition practices. From these and other available data, he has set up proposed standard forms dealing with agency organization and operation required for recognition, and forms dealing with interchange of credit information, which also would be an activity of the proposed bureau.

These two projects, coupled with the recently developed system of uniform cost accounting for stations, form the major portion of the program outlined by the NAB for stabilization of its economic structure and its sales relationships with advertisers and agencies.

Coffee Grinder

IN ANNOUNCING the new IGA coffee grinding service, Independent Grocers' Alliance Distributing Co., North central division (Winston-Newell Co., Minneapolis), put a coffee mill on the air on four Midwest stations as a sound effect in explaining advantages of freshly-ground coffee. The stations were WCCO, Minneapolis; WHO, Des Moines; WDAY, Fargo, N. D.; KFYR, Bismarck, N. D. The account is handled by McCord Co., Minneapolis.

Socony Gets Rangers

AS A RESULT of its success over KMBC, Kansas City, rights to the *Red Horse Ranch* series, a western starring the *Texas Rangers*, have been acquired by Socony-Vacuum Oil Co., New York, (White Eagle and Lubrite divisions) for transcription placement three times weekly on about 30 stations. J. Stirling Getchell Co. purchased the act through Karel Rickerson, its Kansas City branch manager who supervises the show. Gomer Cool, of the KMBC staff, is author of the series and appears in the cast together with Ted Owens, popular cowboy singer and yodeler. The program for more than two years has originated from KMBC for the CBS network west to the Pacific Coast.

WWJ

First Radio Station in the World to Broadcast Regular Daily Programs

Because WWJ was a pioneer in its field, it gained an audience which no other radio station in the great Detroit market has ever been able to encroach upon. WWJ is first in listener interest, first in responsiveness to civic appeal and first in RESULTS. It has the ear of Detroit's biggest market and Detroit's financially able homes!

WWJ The Detroit News Radio Station **DETROIT**

#2

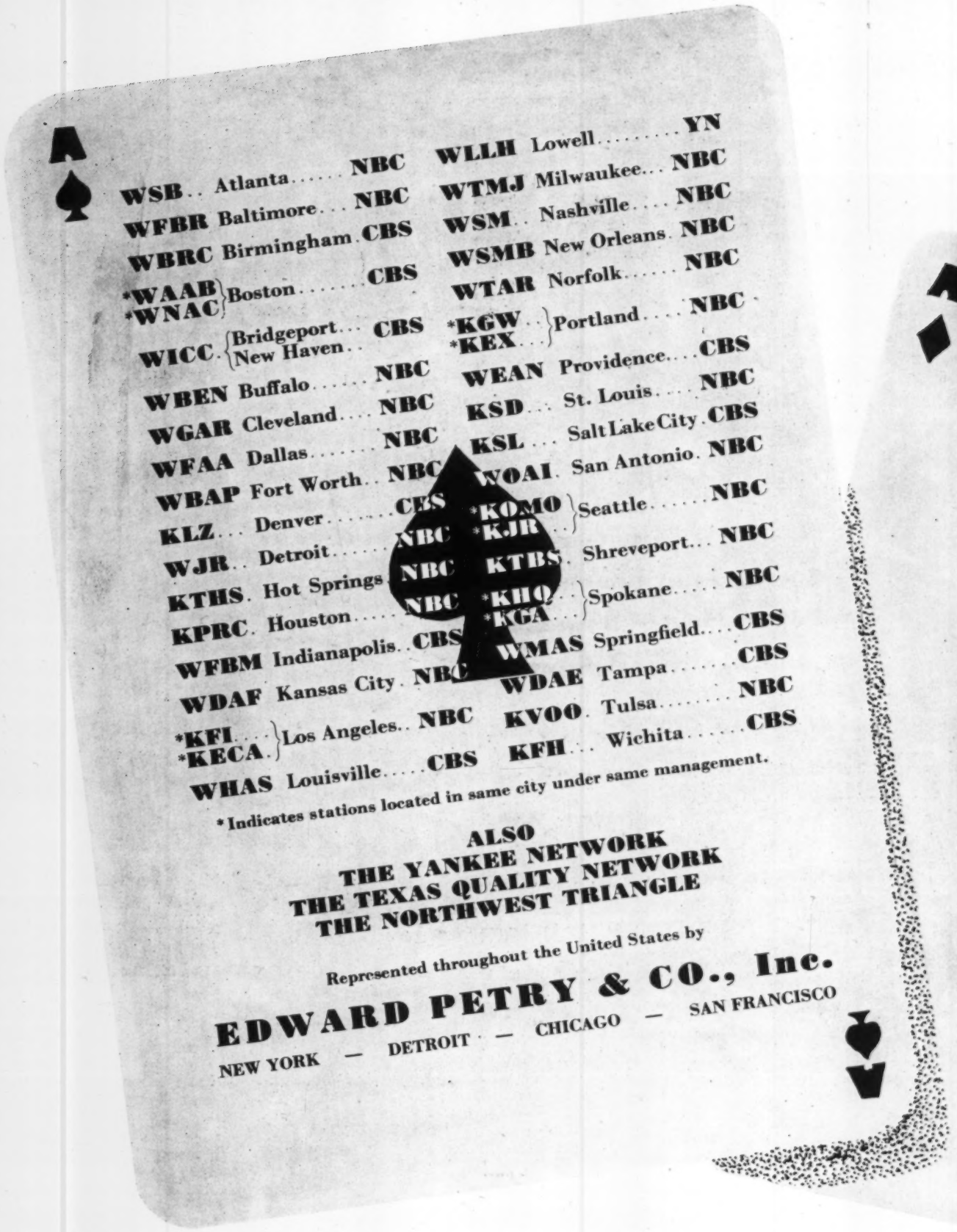
this trip has been very discouraging but I have several prospects which I think will materialize on my next trip. I find that the dealers are pushing our competitor's line in preference to ours.

Yours truly

Robert Adams

Territory #3

P.S. Our competitor is using WLW


WSB Atlanta NBC
WFBR Baltimore NBC
WBRC Birmingham CBS
*WAAB *WNAC Boston CBS
WICC Bridgeport New Haven CBS
WBEN Buffalo NBC
WGAR Cleveland NBC
WFAA Dallas NBC
WBAP Fort Worth NBC
KLZ Denver CBS
WJR Detroit NBC
KTHS Hot Springs NBC
KPRC Houston NBC
WFBM Indianapolis CBS
WDAF Kansas City NBC
*KFI *KECA Los Angeles NBC
WHAS Louisville CBS
WLLH Lowell YN
WTMJ Milwaukee NBC
WSM Nashville NBC
WSMB New Orleans NBC
WTAR Norfolk NBC
*KGW *KEX Portland NBC
WEAN Providence CBS
KSD St. Louis NBC
KSL Salt Lake City CBS
WOAI San Antonio NBC
*KOMO *KJR Seattle NBC
KTBS Shreveport NBC
*KHQ *GA Spokane NBC
WMAS Springfield CBS
WDAE Tampa CBS
KVOO Tulsa NBC
KFH Wichita CBS
*Indicates stations located in same city under same management.
ALSO
THE YANKEE NETWORK
THE TEXAS QUALITY NETWORK
THE NORTHWEST TRIANGLE
Represented throughout the United States by
EDWARD PETRY & CO., Inc.
NEW YORK — DETROIT — CHICAGO — SAN FRANCISCO

EASY ACES

Do you want to make a bid for sales in vulnerable markets? These stations offer quick tricks in slam quantity.

Do you want to sit on the right side of the dealer? Here are trumps—high ones.

Do you have some markets that only a grand slam will pull out of the hole? These radio stations stack the deck in your favor.

For these stations are aces—easy. In their respective markets they're top cards. And sales are their long suit—they double and redouble.

INTER-CONTINENTAL COMMUNICATIONS, Inc.

The World-Wide Systems

Announces

A Daily News SERVICE

for

Radio Stations

THE MOST COMPREHENSIVE SERVICE OBTAINABLE

The world-wide facilities of Inter-Continental, with its unequalled news sources, its corps of news-gatherers and special writers, coordinating through teletype and short wave, make it possible for stations to broadcast the LATEST NEWS in many instances in advance of every other source of information, BEFORE the newspapers can print it.

Franchise rates and other details furnished upon request

INTER-CONTINENTAL COMMUNICATIONS, Inc.

The World-Wide Systems

101 PARK AVENUE

NEW YORK

Telephone: AShland 4-1004 Cable Address: Icony

Chevrolet's Series Sets New Records

Sponsor Message to Be Heard 93,600 Times in 13 Weeks

SOME 11,500 quarter-hour WBS transcription programs, all advertising one product, are being presented on 300 stations in the 13-week series of the Chevrolet Motor Co., Detroit, in cooperation with its local dealers, thru Campbell-Ewald Co. Inc., Detroit. Through the thrice weekly programs, Chevrolet dealers are entering the largest radio advertising campaign ever conceived, according to WBS.

The series marks the return of Chevrolet to the spot field, and according to a Chevrolet broadside to dealers, the series, called *Musical Moments*, "takes advantage of all that has ever been learned on the subject of commercial radio endeavor."

The Chevrolet message will be heard 7,200 times each week and the broadcasts will total 225 hours a week. Thus specific mention of "your local Chevrolet dealer" in the 300 markets will be made on 93,600 occasions, the campaign extending well into July.

Wider Coverage

THE SALES message is a straight selling type. About eight references to the Chevrolet dealer are made in each 15-minute program, with the dealers and not the artists starred. The program is designed to sell Chevrolet cars and trucks, used cars, and Chevrolet service. In cities where only one station is used, the broadcasts will occur three times a week. Where two stations have been engaged, the programs will be staggered to provide six periods on different days. Exclusive of the Pacific Coast, where arrangements are not quite complete, 241 stations have been signed for the series. Addition of the Coast will raise the number above the 300 mark, probably exceeding the previous record for the number of stations engaged, as well as overall coverage.

Earlier in the year Ford used a similar set-up to publicize the 1935 V-8 model but the campaign lasted only three days.

To Chevrolet dealers, the sponsor pointed out that the spot drive "takes advantage of the greater flexibility, and consequently far wider coverage, obtainable by the use of transcriptions, by reason of the fact that they can be placed on the air in each locality at the hour when results are best obtained. Tremendous strides have been made in the electrical transcription field, and all of this progress is embodied in the new series now under way."

Dixie Distributors Discs

DIXIE DISTRIBUTORS Inc., Hillsdale, Mich., big independent oil marketer, is staging a 13-week transcription campaign using WBS 15-minute discs on KOA, Denver; WHO, Des Moines; WKY, Oklahoma City; KMOX, St. Louis; WTMJ, Milwaukee; WJR, Detroit; KFAB, Lincoln, Neb. Potts-Turnbull Adv. Co., Kansas City, is the agency.

Ozark Journal Started Under the Auspices of Two Missouri Stations

Mr. Cox

PROBABLY the most ambitious newspaper enterprise ever launched as an outgrowth of radio is the *Ozarks Journal*, a new weekly which made its bow March 29 under the auspices of KWTO and KGBX, Springfield, Mo. The newspaper is full-sized with eight columns, and its first issue of 20 pages carried about 50% advertising, some in two colors. It is published by the Ozarks Journal Publishing Co., with Floyd M. Sullivan as editor.

Mr. Sullivan for many years was editor of the *Springfield Leader* and in recent years has achieved a reputation over the Springfield stations as a news commentator. The stations employ Transradio Press. Lester E. Cox, executive manager of the two stations and president of the Ozark Motor & Supply Co., heads the publishing corporation. The other officers are: Ralph D. Foster, president of KWTO-KGBX; C. Arthur Johnson, the stations' vice president and treasurer, and LeRoy M. Magruder, secretary of the motor company.

Mr. Sullivan's assistants are Erwin A. Greenhaw and Karl Zomar, together with nine members of the station staff who have been devoted to news gathering. The news coverage is essentially local and regional, the newspaper being dedicated to the "Greater Ozark Empire". Decision to publish a newspaper of their own was reached by Mr. Cox and his station organization when efforts to cooperate with the local daily newspapers (applicants for a new station in Springfield) consistently failed.

Father Coughlin to Start New Series on April 28

CONCLUDING his six-month Sunday afternoon schedule of one-hour broadcasts on April 21, Father Charles E. Coughlin on April 28 will begin a new series of Sunday night halfhour discourses over the same independent hookup with a few changes. Plans to extend to the Pacific Coast have been abandoned because of the heavy line costs.

Father Coughlin will broadcast out of Detroit at 11 p. m. (EST), with a repeat an hour later for stations west of Chicago. The 32-station lineup will remain the same except that WIND, Gary, Ind., will be used instead of WJJD, Chicago, and KMBC, Kansas City, will be linked instead of WHB. The schedule will run for 13 weeks, with full card rates being paid the stations. E. W. Hellwig Co., New York, is handling the account this year.

DAMAGE resulting from the invasion of CMX, Havana, by armed men who wrecked the studio during the recent Cuban disorders, have been repaired and the station resumed operation April 6.

Jobber Survey Rates

Study Shows Products Which Made Greatest Sales Gains in 1934

Alka-Seltzer, Maxwell House, Chesterfield Among Those Picked by Jobbers

New York, March 21.—Alka-Seltzer, Maxwell House coffee, Chesterfield cigarettes, Sherwin-Williams paints, Crane plumbing products and G-E Mazda lamps head the lists of products in six fields which made the greatest gains in sales in 1934 according to 246 leading jobbers in six representative markets queried by Ross-Federal Service, Inc., in connection with a survey made for ADVERTISING AGE and directed by a group of advertising executives.

While the method employed, in the opinion of the ADVERTISING AGE advisory committee on research, does not provide conclusive evidence that these products have bested all competition, it does furnish sufficient information to indicate that they have enjoyed a degree of success which warrants thorough investigation of merchandising methods involved. has recommended presented

advertising and merchandising cooperation extended by the manufacturers of established and newly-added trade successes, the Ross-Federal field men were instructed to pass up the subjects unless the jobbers were prepared to give complete answers.

Alka-Seltzer in Lead

Seventeen of the 40 drug jobbers begged the question. Among the others, Alka-Seltzer received 5 firsts and 3 seconds. Other products which received more than one first mention were, in order of votes polled, Campana, Vicks, Pebeco, Barbasol, Woodbury, Colgate, Listerine and Squibb.

Only 19 of the 40 paint products jobbers interviewed felt able to answer satisfactorily. Sherwin-Williams received 2 firsts, 1 second and 1 third; Murphy, 2 firsts and 1 second; Devoe & Raynolds, 2 firsts and third.

Paragon and U. S. N. Deck received 2 firsts. Other products 1 first and 1 or

Alka-Seltzer FIRST *In Sales Gains*

Advertising Age
March 23, 1935

WLS is Proud of its Part in This Success

Dr. Miles Laboratories, makers of Alka-Seltzer Tablets, saw promise in WLS advertising early in 1932. The initial radio venture was a 30 minute WLS daytime show titled "Songs of Home Sweet Home". An offer made during one of these programs brought 9500 responses. Later Dr. Miles Laboratories undertook sponsorship of a portion of the WLS National Barn Dance. Still later a WLS daytime feature, Station E-Z-R-A, was added. Three announcements during this program drew 53,000 responses. Step by step Alka-Seltzer's radio appropriation grew . . . with sales growing apace. The National Barn Dance Program was extended to a limited network in 1933; Station E-Z-R-A in 1934. Outlets were added. Today the Alka-Seltzer National Barn Dance Program has 38 . . . Station E-Z-R-A has 16.

Many other advertisers have used WLS with equally good results. Perhaps WLS can do the same for your product!

Let WLS help keep the sales quota UP during the summer months at a minimum cost. Write for particulars today!

WLS
50,000 WATTS

THE PRAIRIE FARMER STATION
1230 WASHINGTON BLVD. CHICAGO, ILLINOIS
BURRIDGE D. BUTLER, President — GLENN SNYDER, Manager
NEW YORK OFFICE: Graham A. Robertson, 250 Park Ave.

"That's a Lot of Malarkey"

WE RISE on our hind legs to refute the assertion that Buffalo blunders along in 1914 cars, wears Gay Nineties clothes and that moths fly out of every pocketbook. That, we say, is a lot of malarkey.

We're far from being spendthrifts but we *do* buy merchandise — and plenty of it. What's more, we've got the money to pay for it. Factory payrolls and employment show a consistent and gratifying increase. Automobile registrations are nearly 160% over last year. Oh yes, we have the money to buy.

However, we like to know what to buy, what we're buying, and where to buy it.

Experience has showed other advertisers that the most profitable and economical way of peddling their wares is over BBC stations—WGR and WKBW. These are Buffalo's pioneer radio stations. They have the largest and most consistent listening audience of any Buffalo stations.

They divide Columbia and Buffalo Broadcasting Corporation productions and programs between them. That gives you even better coverage—permits you to pick and choose profitable time in a way that's impossible when Chain Broadcasting programs must be handled over a single station.

WGR-WKBW are doing outstanding selling jobs for a wide variety of sponsors. They're getting messages across to the *buying* public of Buffalo and the Niagara Frontier. They'll get *your* message across, too.

We'd like to have the chance of proving to you that Buffalo Broadcasting Corporation Stations are the logical, profitable choice if you want to get maximum results from your radio advertising in the Buffalo Area.

550 WGR "THE ENDS OF THE DIAL" 1480 WKBW

BBC

OPERATED BY THE BUFFALO BROADCASTING CORPORATION, RAND BUILDING, BUFFALO, N. Y.

MEMBER

Transradio Press Service

Columbia Broadcasting System

National Association of Broadcasters

World Broadcasting System Program Service

REPRESENTED BY

FREE & SLEININGER, Inc.

New York, Detroit, Chicago

Denver, Los Angeles, San Francisco, Seattle

Shoe Polish Testing

GOLD DUST Corp., New York, on April 8 started a two-week test campaign of a variety of programs for its Two-in-One shoe polish through Batten, Barton, Durstine & Osborn Inc., New York. Its biggest item is the sponsorship of a 15-minute afternoon Transradio news broadcast over the Yankee Network six days weekly. In addition, WOR, Newark, has been signed for a five-minute spot program of library recordings and announcements six days weekly. Two one-minute announcements daily are also being used on WGY, KDKA, WRC, WBAL, WCAU and WRVA.

WTMJ Limits Medicals

IN line with other stations as well as networks, WTMJ, Milwaukee, is turning down all contracts for the broadcast advertising of internal medicinal products. Many stations which have made this change in policy, however, have serviced existing contracts to their expiration. WTMJ decided to go the whole way immediately and has canceled all such contracts.

New Station Calls

CALL LETTERS for new stations assigned by the FCC during the last fortnight include KROC, for the new station at Rochester, Minn., licensed to the Southern Broadcasting Co., and WTAL, assigned to the station at Tallahassee, Fla., licensed to the Florida Capitol Broadcasters Inc.

Kaufman Directs WINS After Ferguson Resigns

Mr. Ferguson

WITH resignation of R. L. Ferguson as manager of WINS, New York, taking effect April 3, Jesse L. Kaufman took over active direction of the station, and at the same time T. J. White, general manager of Hearst radio enterprises, announced that this was the full extent of personnel changes in the Hearst Radio group. Mr. Kaufman has transferred his headquarters from Hearst Radio, Inc., 959 Eighth Ave., to the WINS studios.

Kaufman had been acting as business manager for the eastern Hearst stations, and the new assignment was described as being due to "a change in organization policy." Mr. Kaufman stated that "the detail of the new general structure which has been created for the business operation of our broadcasting stations has now been established, thus affording me this opportunity to try my hand at conducting a metropolitan station."

EDGAR KOBAK, NBC sales vice president, and Jean V. Grombach, New York program producer, are among the guest instructors in the round table advertising course being conducted by the Advertising Club of New York.

INDISPENSABLE
Make a note of that!
DULUTH
WEBC
SUPERIOR
Permit us to take a bow. WEBC has won recognition as the KEY note in any advertising merchandising campaign that takes in the territory surrounding and adjacent to the Head of the Lakes. If Northern Minnesota and Wisconsin and the Upper Peninsula of Michigan look good to you, find out how good your message sounds to them, over WEBC.
HEAD OF THE LAKES BROADCASTING CO.
DULUTH SUPERIOR
HEAD OF THE LAKES BROADCASTING CO.
SUPERIOR DULUTH

The Furniture That Broadcasts Sold

By Building Up Good Will by Radio, a St. Louis Store Has Maintained Sales in Depression at Lower Cost

By BURRELL L. PICKERING
Advertising Manager,
Biederman Furniture Co., St. Louis

MR. PICKERING

"BIEDERMAN'S on the Air" is a common expression in St. Louis. And Beiderman's furniture is in thousands of homes because this progressive store has selected radio for a good part of its advertising. Copy, for the most part, has been strictly institutional, with the interesting results that Mr. Pickering tells about on this page. The store has tried to develop good-will and has succeeded, as narrated here.

TELL the multitude something in sincerity, repeat it often and long enough, and in time they will accept it as truth. That is, the reason the good-will of many companies is valued far above their physical properties. Usually it takes many years and a fortune to create this good-will. Today's merchandising, keyed to a quick tempo, demands quick results. Radio can do the job quickly, effectively and economically.

This is what the Biederman Furniture Co. has learned from extensive experience with radio advertising over WIL. Starting in 1931, in the heart of the depression, by continuous use of radio the store has been able to maintain its sales volume, reduce advertising expense and build up good-will of inestimable value. It is this good-will, this city-wide name consciousness and friendly feeling toward the firm, that has carried it through these difficult times.

The constant dripping of the water of publicity gradually wears away the stone of doubt and the firm which is well known through repeated advertising seems like a familiar friend. Last week, I walked up to a bank teller and opened the conversation with "I am from the Biederman Furniture Co." "Biederman's on the air", were the words with which he smilingly greeted me. Then a few days later I was having an application filled out by a postal clerk, when after giving him the firm's name he immediately filled in the address and the rest of the blank without further questioning. Later, I had occasion to phone the employment manager of a large industrial organization, a firm known to give little cooperation to retail dealers, yet he extended me every courtesy.

Listeners' Desires

NONE of these three men are customers of the firm yet they evinced wholehearted good-will toward it and were quite familiar with its merchandising policy. That we attribute to radio, rightly used.

During our tenure on the air, we have made an exhaustive study of the principles governing radio advertising and have abided by them. At all times, we have tried to give full consideration to our listeners.

We know they do not tune in just for the sake of listening to our selling talk but rather to be entertained. Hence our copy is short, smooth flowing and the "main idea" subtly presented.

It's the main idea that we always try to get across. In our particular case, it is our merchandising policy. Biederman's location is three short blocks from the principal business street and this has necessarily made it a price store. Grasping on the slogan "out of the high rent district, low price for you", we first sold this idea to St. Louisians. Then we hammered on the message that the firm was of long standing, having been started in 1886. This we followed by a "Great St. Louis institution with a store covering a half block". Then too, with the commercial copy we have carried the "tag" in a dozen different ways of guaranteed satisfaction—and we have often gone to extremes to give this satisfaction.

Selling Ideas

THUS by using the airways, for the main part, to sell ideas and firm policies rather than continually to sell specific merchandise, we have been able to build up a name consciousness for the firm and also to create good-will. So far-reaching have been the good results from our radio advertising that it has affected every department of the business. As a particular example, our credit department a few years ago had considerable difficulty in obtaining credit information when checking sales, but now it is the exception when wholehearted cooperation is not obtained.

The reason some furniture dealers and other retail firms are not consistent radio advertisers is probably two-fold. First, radio, like any other medium, must be used for a time before results will be felt. Many firms do not keep up the broadcasting long enough to build up this momentum, the accumulated results of repetition.

Then again, retailers are interested in immediate results, in what is known as action advertisements. They often use price appeal and expect to move a variety of items. Such a message is difficult to get across over the air. In other words, with practically all retail dealer advertising, they place it one day and expect immediate and tangible results the following day.

Ideal Medium

GOOD-WILL advertisements, on the other hand, do not call for an immediate response. They simply try to inform the public of the firm's policies and try to leave with them the idea that when they need such merchandise or service, this is the place to get it. To cultivate in the consumers a friendly feeling paves the way toward further sales effort either by radio or other media.

When a firm is sold on the idea of institutional advertising, it will find radio probably the most potent medium. The subtlety of the continuity, the fact that it is usually put across with entertainment, and the unlimited presentations of the idea to be imbued in the minds of the listeners make this medium ideal. Often an idea can be so unconsciously presented on the air that it has complete acceptance, but in print it might appear obtrusive. In other words, on the air, by means of dramatization, testimonials and other forms of presentations, a firm can say nice things about itself—give itself a pat on the back—but in newsprint such an advertisement might appear bold and insincere and would produce bad rather than good results.

What a "lucky break" retailers, particularly furniture dealers, get without always being cognizant of the fact. Their radio programs reach the greater part of the audience in their homes—next to the store as an ideal place ideal to give them the selling talk. In this environment, they are in a far more receptive attitude. Then again, since the merchandise sold by retail firms usually has universal appeal, the users—potential customers—are readily reached. To sell persons on the need of something without distracting their attention, so they can look for themselves, perceive this need, seems about the acme of advertising.

"Double Insertion"

UNIQUE in sponsor program scheduling is the arrangement whereby the current Chevrolet transcription campaign is carried in New York. The "double insertion" method is being employed, with WOR carrying the programs Mondays, Wednesdays and Fridays, and WMCA carrying the same programs Tuesdays, Thursdays and Saturdays. The former's schedule is from 7:30-7:45 p. m., and WMCA carries the programs from 9-9:15 p. m.

Radio Provokes Only Casual Discussion As AAAA Ends Convention

From a Special Correspondent

WHITE SULPHUR SPRINGS, W. Va., April 12—Despite corridor discussions, and mention in the closed sessions, radio failed to bob up at all at the open business session of the American Association of Advertising Agencies, which ended its two-day annual convention today. At the executive session on April 11, there was some off-the-record discussion of commercial credits and possible questionable accounts, but with no definite action.

One subject discussed informally about the convention was that of spot announcements interspersed between network programs. On this score, Arthur B. Church, KMBC, Kansas City, who attended as chairman of the NAB commercial section, asserted that perhaps such announcements should be reduced to a minimum, but there is involved an economic problem due to the network structure. "Until stations are adequately recompensed for their time", he declared, "they will have to depend upon a substantial amount of spot business."

Mrs. William Brown Meloney, Sunday editor of the *New York Herald-Tribune*, in an address, advocated advertising on the part of physicians as a matter of public information and service. The medical profession, she said, should not withhold its knowledge and should support truthful advertising.

Discussing advertising opportunities in the Federal housing program, W. C. McKeenan, Jr., of J. Walter Thompson Co., predicted that the building industry would be the next great industrial entity and would parallel the boom in the automotive field during the last two years.

In addition to Mr. Church, other broadcasters attending the sessions included Philip G. Loucks, NAB managing director; Edgar Kobak, NBC vice president in charge of sales, and Roy C. Witmer, NBC vice president; H. K. Boice, vice president of CBS in charge of sales, and Walter Neff, WOR director of sales.

Bids of 3 Newspapers For WMAL Still Pend

THREE Washington newspapers are still participating in negotiations looking toward the purchase of WMAL, NBC Blue outlet, from the trustees of the estate of M. A. Leese, it was learned April 12. Now operated under a lease by NBC, the station has been bid for by the *Post*, owned by Eugene Meyer, former governor of the Federal Reserve Board, the *Herald*, owned by the Hearst interests, and the *Star*, of which Frank B. Noyes, president of the Associated Press, is the publisher. Bidding, it is understood has exceeded $285,000, which was the Hearst bid, but which involved a substantial amount of paper. The *Star* and *Post* bids, according to best information, are lower but involve substantial amounts of cash.

New WMCA-WIP Tieup Books Five Commercials

FIVE commercial programs now are being exchanged on the inter-city hookup of WMCA, New York, and WIP, Philadelphia (see BROADCASTING April 1). They are Fitch Publishing Co., New York, five weekly five-minute programs; William P. Goldman & Bros., New York (3 G's Clothing), two quarter-hour programs, and Dr. George W. Clapp, New York (dentist), two weekly quarter-hour programs, all emanating from WMCA; George A. Palmer, Philadelphia (religious), 6 weekly hour programs, and Young Peoples Church of the Air, Philadelphia (Rev. Percy Crawford), one hour weekly, both from WIP.

OFFICE hours of the FCC will be from 8:30 a. m. to 4:00 p. m., instead of 9 to 4:30, effective April 15.

Baseball Broadcasts

ALL HOME baseball games of the champion St. Louis Cardinals and also of the St. Louis Browns are to be broadcast under sponsorship by St. Louis stations. For General Mills, Inc., Minneapolis (Wheaties), Bob Thomas and John Harrington will broadcast the play-by-play over KWK. For the Kellogg Co., Battle Creek, Mich., France Laux will broadcast the games over KMOX. Wire reports of the out-of-town games also will be handled.

Grayco Dealer Discs

THE quarter-hour programs on KHJ, Los Angeles, sponsored by Marion R. Gray Co., Los Angeles (Grayco haberdashery) are being taken off the air for transcriptions which are shipped to Grayco dealers throughout the country for dealer sponsorship. Louis Creveling, Gray advertising manager, has replaced Don Dana as announcer of the *Grayco Hollywood Gossip Program*.

Rambeau in New York

Mr. Bachman

WILLIAM G. RAMBEAU Co., station representatives, on April 1 opened New York offices at 507 Chanin Bldg., with Earle Bachman in charge. The organization now has offices in New York, Chicago and San Francisco, Mr. Rambeau continuing in charge of the Chicago office and Douglas A. Nowell having recently been assigned to a newly opened office in the Russ Bldg., San Francisco. Mr. Bachman recently was sales director for Ed Wynn's Amalgamated Network. Before that he was in charge of sales for the Quality Group of Magazines, for five years he was advertising manager of the *American Mercury*, and was with Scott Howe Bowen, transcription producer.

Uniformity Sought In Evaluating Copy

Plan to Be Adopted as Guide In Selecting Commercials

HEEDING the new FCC campaign to cleanse the air of objectionable programs, a group of station officials who met informally in Chicago the first week in April have devised preliminary plans for standardized practices in judging commercial copy. Following an impromptu session in the offices of Free & Sleininger Inc., station representative of these stations, it was decided to adopt a plan whereby all stations represented by the organization would collaborate in eliminating objectionable copy.

Arthur B. Church, general manager of KMBC; J. O. Maland, general manager of WHO; Dietrich Dirks, general manager, KFAB; J. B. Lottridge, sales manager of KOIL, and Clark Luther, commercial manager, WOC, all in Chicago on various station business, happened to meet in the offices of Free & Sleininger where they began discussing FCC cooperation.

Separate Standards

EACH of these stations, as is true of most of the country's major stations, has set up standards of public interest and good taste for judging all advertising copy submitted for broadcasting. But these standards have evolved largely from individual experience and vary widely among stations. In determining the acceptability of a proprietary medicine, for example, one station may apply for information to the Food and Drug Administration of the U. S. Department of Agriculture, another to the Federal Trade Commission and a third to the city or state officers or to a local Better Business Bureau.

There are three main points to be considered: The acceptability of the product, the acceptability of the claims made for the product, and the acceptability of the advertising copy from a standpoint of good taste. The first two are matters of determinable fact; the third a qualitative matter that is not so easily settled. In the discussion it was informally decided that if each station would contribute a list of the words and phrases that it considered objectionable a master "taboo" list could be compiled for the guidance of all the stations.

Following the discussion James L. Free, president of Free & Sleininger Inc., sent a letter to the following stations, also represented by Free & Sleininger or by Free, Johns & Field Inc.: WCAO, Baltimore; WGR-WKBW, Buffalo; WJJD, Chicago; WHK, Cleveland; WAIU, Columbus; WIND, Gary; WDAY, Fargo, WDRC, Hartford; WKZO, Kalamazoo; KFWB, Hollywood; WAVE, Louisville; WTCN, Minneapolis-St. Paul; WMBD, Peoria; KOIN-KALE, Portland; WPTF, Raleigh; KOL, Seattle; KVI, Tacoma; KTUL, Tulsa.

The letter asked them to contribute their ideas and suggestions to the end of working out a standardized plan of procedure to be followed by the entire group in judging the acceptability of any piece of copy submitted to them. When this plan has been completed it will be available for any other station wishing to use it.

"THIS IS AN INTER-CITY PRESENTATION"

WITH this new radio cue line five sponsored programs are now being introduced to the joint audiences of WMCA in New York and WIP in Philadelphia. • Advertisers and Agencies are acclaiming this new two station hookup which enables them to cover the two greatest markets of the East with network convenience — *yet with local station effectiveness and economy!*

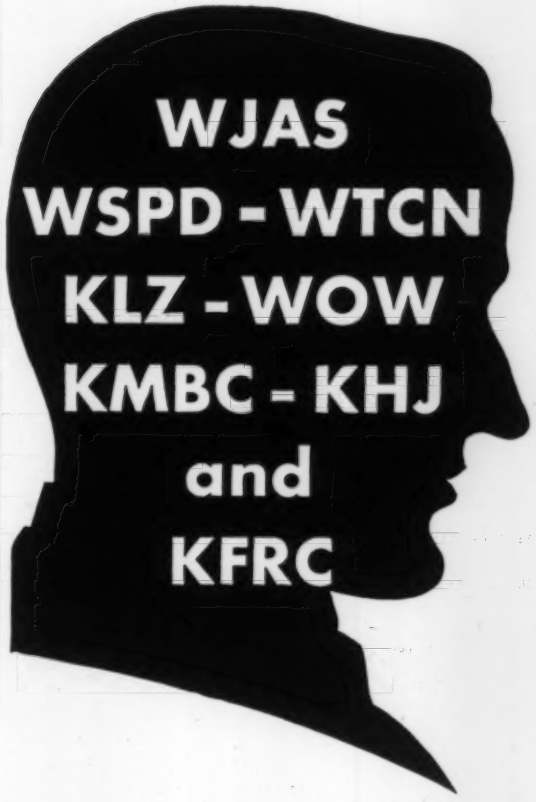
WMCA
"New York's Own Station"

WIP
"Philadelphia's Pioneer Voice"

KNICKERBOCKER BROADCASTING CO.
WMCA BUILDING, 1697 BROADWAY, NEW YORK
Donald Flamm, *Pres.* Bertram Lebhar, Jr., *Dir. of Sales*

PENNSYLVANIA BROADCASTING CO.
THIRTY-FIVE SO. NINTH ST., PHILADELPHIA, PA.
Benedict Gimbel, Jr., *Pres.* Albert A. Cormier, *Gen. Mgr.*

Represented in CHICAGO, DETROIT, *and* SAN FRANCISCO *by* JOHN BLAIR & CO.



"We're stepping-up to 5KW—with Western Electric"

TAKING advantage of recently granted power increases, the stations above have ordered 5KW broadcast transmitting equipment. They all selected Western Electric because:

(1) Distortion is less than 5% at 100% modulation and under 2% at average program level.

(2) The noise level is at least 75 db below the signal at 100% modulation as measured with a program noise meter.

(3) Harmonic radiation on any multiple of the carrier frequency is at least 70 db below the carrier.

(4) Carrier frequency stability is maintained well within 50 c.p.s. of the assigned frequency by quartz crystal control.

(5) Audio frequency characteristic is linear within + 1 db from 30 to 10,000 c.p.s.

For full details, write to Graybar Electric Co., Graybar Building, New York — or telephone Graybar's nearest branch.

Western Electric transmitter and amplifiers for 5KW operation

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

Distributed by GRAYBAR *Electric Company* *In Canada: Northern Electric Co., Ltd.*

Good Will Advertising Is Allowed on Sundays Under Dominion Ruling

NO DEFINITE effective date has been set to date for the new ruling of the Canadian Radio Commission to prohibit sales talks on Sundays but the decision will allow sponsored programs to go on the air on Sundays. No data is available as yet as to what will be done with United States chain programs coming into Canada on Sundays, but it is hoped that a compromise can be reached, otherwise many new Canadian programs will have to be developed or the stations shut down for a good part of the day.

The decision was first made public March 28, with an announcement that a study would be made of existing contracts before the ruling would go into effect. All stations from coast to coast come under the regulation, which reads: "Advertising on Sundays shall be confined to good-will programs of a high standard only." It was explained that the mere sponsoring of a program by an advertiser would not be prevented when the new rule comes into effect.

The decision hampers Canadian stations, which are already limited to a 5 per cent advertising content. Undoubtedly many small stations will shut down for the major part of Sunday, while the Commission may plan some new programs to feed to an enlarged chain of stations free of charge. There is no doubt that American stations will be tuned in more by Canadian listeners than at present when the new ruling becomes effective.

Radio Time Sales For Month Exceed Last Year by 21%

Retail Advertising Is Up 48%; Department Stores Increase

FEBRUARY broadcast advertising continued to run well above the 1934 level, it was indicated by statistics issued April 5 by the NAB. Gross radio time sales totaled $7,205,145 and were 21.2% greater than during the same month of the preceding year.

Various forms of broadcast advertising for the most part exhibited the usual seasonal trends, though national non-network volume increased 8.5% as compared with January, contrary to the normal downward movement at this time of the year.

Compared to February, 1934, national network volume was greater by 24.4%, regional network volume by 5.5%, national non-network business by 23.6% and local broadcast advertising by 9.5%.

National non-network studio programs continued strong, the volume of this type of advertising standing at 37.5% above the level of February, 1934. Electrical transcription business, on the other hand, showed weakness, national volume being 3.2% and local business 4% lower than for the same period of last year.

Slight declines in non-network business were experienced in the New England, Middle Atlantic and Middle Western areas, while moderate increases were recorded in the South and Far West. These trends seem to be normal seasonal ones.

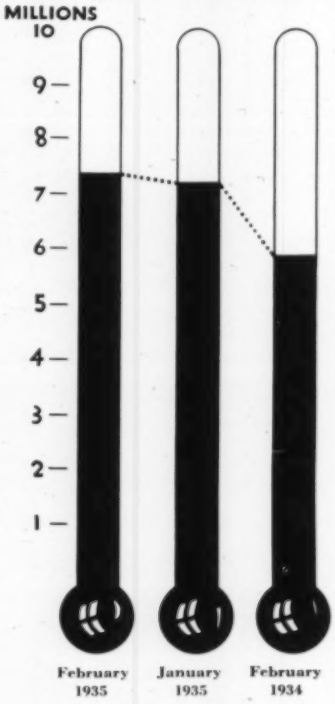
The usual seasonal trends were dominant with regard to advertising by various sponsoring industries. Clothing advertising increased appreciably in all fields of broadcasting, a marked rise occurring in the national network and non-network fields, and an increase of 45.8% taking place in local apparel advertising. Other fields experiencing marked increases over February, 1934, included drugs and pharmaceuticals (except in the local field), furniture and household equipment, national non-network and local financial and retail advertising.

Retail advertising continued to show encouraging strength, total volume in this field exceeding February, 1934, by 48.2%. Department and general store advertising led the list with a gain of 70.5% over the same month of the preceding year.

Following are 1935 gross time sales:

	January	*February*
National networks	$4,711,529	$4,472,432
Regional networks	57,916	58,023
National non-networks	1,229,530	1,334,662
Local	1,388,850	1,340,028
Total	$7,387,825	$7,205,145

The Broadcast Barometer



Yankee Adds WRDO

YANKEE Network increased its station lineup to 12 April 6 when it acquired through affiliation WRDO, Augusta, Me., 100-watter operating on 1370 kc. Centrally located in the state capital, it provides coverage over much of Maine. Growth of Yankee has been rapid since 1928 when WEAN, Providence, R. I., was affiliated by John Shepard 3d with his first Boston station, WNAC, now the key station of the network.

Spots Are Opposed At Station Breaks

Criticism by Advertisers and Agencies Returns to Surface

POSSIBILITY of a campaign of advertisers and agencies against the practice of interspersing spot announcements between network and national commercials at station breaks is indicated with the revival of discussions on this subject, long a sore spot in radio.

Frederic R. Gamble, executive secretary of the American Association of Advertising Agencies, declared April 11 at the AAAA annual convention at White Sulphur Springs, W. Va., that this is a problem which has agencies "deeply concerned". He asserted that while the matter is being discussed, no definite plan of approach had yet been decided upon and that he was not ready to discuss it in detail.

Attitude of Stations

A YEAR AGO, after the Association of National Advertisers had adopted a resolution frowning upon the practice, it was informed by spokesmen for the networks that if the national advertisers themselves ceased demanding and buying such spots the practice might be discontinued. Stations have consistently maintained that the 20 seconds between station breaks are not sold to the program sponsors preceding or following the period, and it is for the station to dispose of in any fashion it likes.

Criticism directed against these station-break spots has been mainly on the score that the spot advertiser, paying only a fraction of the amount paid by the regular program sponsor "rides along on the power" of the latter. Last year NBC, with the apparent intent of ending the practice insofar as its affiliates were concerned, announced that it would curtail station breaks from 20 to 10 seconds. The order, however, never became effective, because of the deluge of protests from stations, who claimed that these spots were a major source of revenue and were in great demand by national advertisers as well as local accounts.

While radio, per se, was not on the agenda of the AAAA convention, it was expected that this issue, along with other radio subjects, would be discussed in the closed session.

March Network Receipts 20% Above 1934 Figure

EXPENDITURES on the two national networks for time reached an all-time monthly high during March, and set a record which is not likely to be broken before the fall campaigns get under way. April and May figures almost invariably have shown a decline from March highs, preparatory to the summer adjustment of schedules.

NBC, with sales for Red, Blue and Pacific Coast combined of $2,971,321, bettered its March, 1934, gross by 20.2%. CBS, with $1,819,553, improved its previous year's tally for the same month by $295,000, or 19.4%. NBC's business showed $1,783,237 for the Red network; $1,118,149 for the Blue and $69,935 for the Pacific Coast.

Daytime Results!

65,000 Sacks of flour Sold* with 1470 program minutes

*Premium Offer Required Evidence of Purchase

National Broadcasting Company

50,000 Watt Station

WFAA

DALLAS, TEXAS

Texas Quality Network

Represented Nationally by Edw. Petry & Co. Inc.

National and regional radio advertisers expect to find information regarding your station and your market where they read their radio broadcasting news—

An advertising schedule in BROADCASTING *will apprise these important spot advertisers of the value of your facilities.*

BROADCASTING

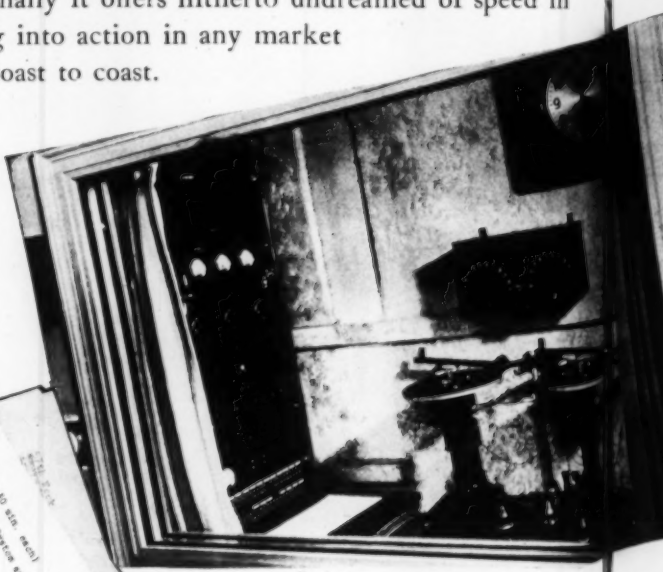
Broadcast Advertising

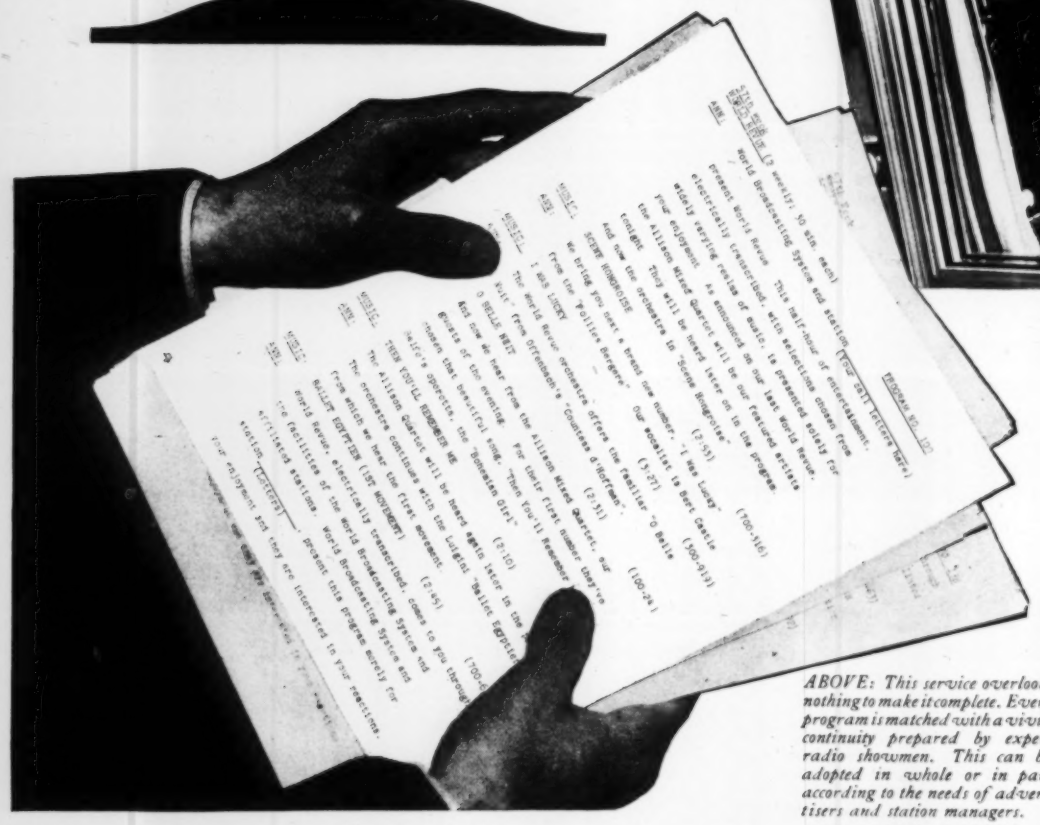
NATIONAL PRESS BUILDING WASHINGTON, D.C.

COMP
in e

The photographs on this page illustrate some of the re ntly p
equipment of a remarkable new service. The science f broa
has created nothing finer. But no less startling than t brilli
the result is the EASE and ECONOMY which it offe to ad
to go on the air. It reduces production costs of the fin prog
a nominal figure. It gives the advertiser an almost u mited
of material. It enables him to use this material in a comb
weaving into it whatever is desired to give individuality the pr
And finally it offers hitherto undreamed of speed in
getting into action in any market
from coast to coast.

WORLD
WORLD PROGRAM SERVICE
WIDE RANGE
SUPERB PROGRAM QUALITY





MEETS THE
Flexibilit

World Program Servi is a
to-the-minute equipm with
program material insta y avai

WORLD B
5C

Other offices at: W. M
SOUND STUD OF NE

ABOVE: This service overlooks nothing to make it complete. Every program is matched with a vivid continuity prepared by expert radio showmen. This can be adopted in whole or in part according to the needs of advertisers and station managers.

MPLETE every detail!

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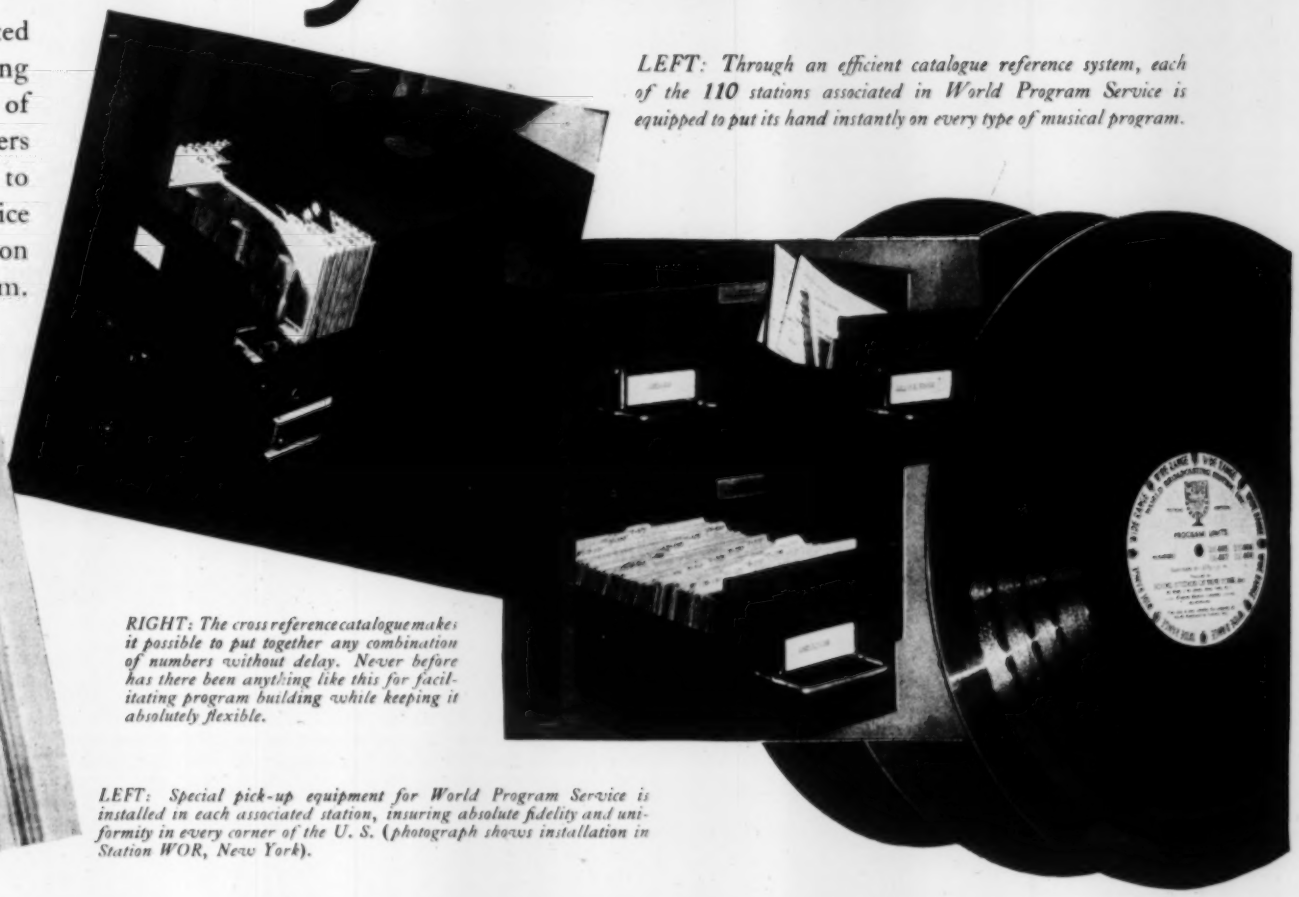

LEFT: Through an efficient catalogue reference system, each of the 110 stations associated in World Program Service is equipped to put its hand instantly on every type of musical program.

RIGHT: The cross reference catalogue makes it possible to put together any combination of numbers without delay. Never before has there been anything like this for facilitating program building while keeping it absolutely flexible.

LEFT: Special pick-up equipment for World Program Service is installed in each associated station, insuring absolute fidelity and uniformity in every corner of the U. S. (photograph shows installation in Station WOR, New York).

ABOVE: The recording equipment is matched with the vertical pick-up equipment—these together with the processing of masters and the acetate pressings from the masters are all part of Wide Range Vertical Recording developed by Bell Laboratories. This is the equipment of World Program Service.

TIE TWO GREAT NEEDS:

exibility and Economy

n Servi is a combination of up-
equipm with a vast variety of
al insta available to provide an all-round vehicle for going on the air, nationally or locally. Let us give you AN AUDITION and FULL INFORMATION!

LD BROADCASTING SYSTEM INC.

50 WEST 57TH STREET, NEW YORK, N. Y.

es at: W. Madison St., Chicago, Ill.; 555 S. Flower St., Los Angeles, Cal.; 274 Branan St., San Francisco, Cal.
D STUDI OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE

BROADCASTING
and
Broadcast Advertising

Published Semi-Monthly by
BROADCASTING
PUBLICATIONS, Inc.

National Press Bldg. • Washington, D. C.
Telephone — MEtropolitan 1022

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J. FRANK BEATTY, Managing Editor • BERNARD PLATT, Circulation Manager

Rule of Common Sense

WITH FCC Chairman Prall's determination to cleanse the air waves of dubious and distasteful advertising, every far-seeing radio and advertising executive cannot but agree. But his legal department's suggestions as to what a station operator can do to guide him away from pitfalls remain rather vague. Boiled down, it seems to us to mean simply that the station must be its own judge, after carefully consulting authorities about accounts in question, as to what it should accept or reject.

That is all very well, but what if the local or state medical boards (quite aside from their natural prejudices against self medication), the Food & Drug authorities in Washington and the Federal Trade Commission decline to rule beforehand? Advisory opinions, in our experience, are something taboo in government. Bureaucrats usually like to pounce upon offenders, deliberate or unwitting, *after the act*. Shall a station then be penalized to the extent of losing its license, let alone being subjected to costly hearings, even if the general character of its programs and public service is and has been of a high order?

We believe with Mr. Prall that common sense can be a sufficient guide in most cases, and we reiterate what we said editorially in our last issue: *When in doubt, don't*. But there are degrees of doubt, and if a station resolves the doubt in favor of an advertising account that appears bona fide, we think its motives and its past record should be taken into consideration before it is cited for hearing or otherwise penalized.

It is up to the FCC to see that its aides do not let their new-found power go to their heads. The broadcasting industry by and large wants to cooperate with the Commission, and already it has shown evidences of that by rejecting many an account that might otherwise mean needed revenues. But the broadcasting industry, no less than any other industry, cannot afford to live under a regime of fear and the big stick wielded by officials in Washington. Every person in the radio audience has his own preferences and predilections as to programs and commercial statements; shall every Mrs. Tattles' complaint receive an official sanction from Washington in the form of a citation for hearing or a defense of license?

We don't believe Chairman Prall or his colleagues mean anything of the kind, but their handling of the several cases already in the hands of the FCC's legal department will be watched with intense interest — and perhaps some apprehension — by the industry. In the meantime, pending a more clearly defined policy on the part of the Commission, we say to stations and sponsors and agencies that they should follow the rule of common sense.

Copeland Stalemate

IN A WAY, it is unfortunate that legislation to regulate the sale and advertising of food, drugs and cosmetics appears to be doomed at this session of Congress. All reputable manufacturers and advertising media want the existing law remedied to weed out the charlatan and the quack. But they want, and have a right to expect, safe and sane legislation. The Copeland-Tugwell bill, now evidently sidetracked in the Senate, was not foolproof. Some of the glaring injustices and possible consequences of that measure were not fully realized until it came to the Senate floor and was subjected to the cross-fire of Senators Bailey and Clark.

As they brought out so forcibly, the Department of Agriculture, even under the revised measure, would have become a veritable advertising censor. And many an industry, under the multiple seizure provision, might have been ruined simply because an advertisement was construed as one which portrayed "adulterated" goods. Amendments were offered and carried to rectify these provisions, but against the wishes of Senator Copeland.

It is to be hoped that workable legislation will be devised soon. The most should be made of the last two years of intensive study of this situation. A bill generally following the recommendations made by the President in his message to Congress (which the Copeland bill does not) should be enacted.

Passing the Hat

WELL BOYS, we are now notified that the "American Society of Recording Artists", a carbon-copy of ASCAP in the record field, will now pass around the hat for tribute from stations, effective May 1. It only costs from 5 to 15 cents every time you play a record, plus $5 per month sustaining fee. All they want is about $5,000,000 a year, or just double what ASCAP gets. It doesn't matter whether there is any legal basis for this, they're asking anyway.

Right now, the NAB is looking into this thing and asking a few pertinent questions about legal rights and the field covered. At this writing, too, ASCAP is stewing in the juice of a Government suit charging it with price-fixing, and Congress has before it a bill to take away ASCAP's horse and guns. Maybe Uncle Sam, in his wisdom, might look into this new "Society" too.

ASCAP on the Run

THE GOOSE isn't hanging so high these days for ASCAP. On two fronts—judicial and legislative—it is getting a sample of the reaction that has set in against its ruthless tribute-exacting operations. Now visions of defeat face it.

The Department of Justice, thanks to its brilliant young attorney, Andrew W. Bennett, won the first round of its anti-trust suit against ASCAP in the New York courts a fortnight ago, when Federal Judge Knox threw out of the case page after page of fancy verbiage upon which ASCAP hoped to rely. As it now stands, the case is limited to one basic issue and that is Uncle Sam's contention of illegal price-fixing.

Now the Department announces that it will "use every effort to bring the case to trial without delay". ASCAP can be depended upon to do everything possible to postpone it. Most of all it would like to delay things until the Sept. 1 deadline, when the present extortionate 5% contracts with the broadcasters expire. During the same month, its contracts with the motion picture exhibitors also terminate, and its arrangements with other users, including the hot-dog stands, corner stores and the like, will end from time to time during the remainder of the year.

Despite a crowded docket, it now appears the case will be tried very soon—or before the court recesses in June for the summer. The government is prepared to take legal steps for preferential trial. Speedy trial is essential, for otherwise serious consequences might result, particularly in dealing with an organization having the record of ASCAP.

On the legislative side, the Duffy bill is now pending and seems headed for Senate approval. It would take away from the combine its big bludgeon—the $250 per infringement as minimum statutory damages. The bill also would relieve ASCAP of many other "discretionary" powers it claims to hold under the present law.

To Attorney Bennett, all of ASCAP's victims really owe a debt, for he had the courage, aggressiveness and ability to build a lawsuit against ASCAP that has stuck—something no one else has succeeded in accomplishing in more than a decade. Credit also to the State Department and to Philip G. Loucks, NAB managing director, for their collaboration in drafting a copyright bill that meets a pressing need.

THE STORY of the inception and growth of Transradio Press Service, telling how three unnamed backers, one of them a publisher, in March of 1934 furnished $50,000 apiece to get it started, is recounted by Herbert Moore, its president, in an article on *The News War in the Air* printed in the March *Journalism Quarterly*, published by the American Association of Schools and Departments of Journalism and the American Association of Teachers of Journalism. This $150,000, states Mr. Moore, was ample to operate for nine months without revenues, but within a week Transradio had contracts assuring an income of $100,000 a year, or enough to meet operating costs for six months. Thereupon the service was expanded and incorporated at Albany with a capital of $50,000.

We Pay Our Respects To—

NORMAN STANLEY CASE

ONE NEEDS only to spend a short time with Governor Norman Stanley Case to be impressed with the man's statesmanlike stature. He looks the statesman, he talks like one and his past record in the public service bespeaks his high qualifications for the post on the Federal Communications Commission to which his oldtime friend and colleague, Franklin D. Roosevelt, personally selected him. In the New Deal which Chairman Prall is instituting in the regulation of broadcasting, Gov. Case as the Republican vice chairman of the FCC's Broadcast Division should acquit himself well if his record is any criterion.

The former Governor of Rhode Island candidly admits he knows very little about radio broadcasting beyond being a more or less regular listener to favorite programs and beyond his own experience as a speaker and campaigner on the radio. He was transferred from the Telephone Division recently, at the instance of Chairman Prall, to bring to broadcast regulation a fresh viewpoint and to help Judge Sykes and Mr. Prall institute a new policy of enforcing rigidly the FCC's own rules and regulations.

The laxity into which the old Radio Commission had fallen, the yielding to political pressure and the general lack of organization in the regulation of broadcasting impelled the recent sweep by which Judge Sykes, at his own request, stepped down from the FCC chairmanship and assumed the chairmanship of the Broadcast Division, with Gov. Case exchanging division assignments with Col. Thad H. Brown and Mr. Prall becoming ex officio member of the Broadcast Division as well as chairman of the full Commission.

It remains to be seen how well the new Broadcast Division will carry out is aims, but the fact is that three men with much practical political experience are now holding the reins—and their biggest task will be to handle, firmly but politely, the constant demands for special favors for constituents that come mostly from members of Congress. Of Mr. Prall's background we have written before (BROADCASTING, Feb. 1, 1935) and also of Judge Sykes' (BROADCASTING, March 1, 1932). To the broadcasting fraternity Gov. Case is a comparative newcomer.

He is a handsome figure, product of Mayflower and Colonial stock that settled his native Rhode Island with Roger Williams. He was born in Providence Oct. 11, 1888, attended the public schools there and was graduated from Brown University in 1908. He spent the next year traveling around the world, returning to attend Harvard Law School for two years. He was graduated in law from Boston College, class of 1912.

Then he practiced law in Rhode Island and Massachusetts, serving on the Providence City Council from 1914 until he went into the military service. Always interested in the military, he had risen from the ranks in the Massachusetts National Guard to a first lieutenancy while in college. In 1915 he transferred to the Rhode Island National Guard and with that organization served on the Mexican border in 1916.

When the United States entered the world war, Gov. Case went to France in October, 1917, as captain of the 103d Machine Gun Battalion of the Yankee Division. Overseas he was soon made a general staff officer under Maj. James G. Harbord. By the time he was discharged from the army, he had been decorated for bravery in action and wore the French decoration of the Chevalier de L'Etoile.

Returning, he became a member of the Soldiers Bonus Board of Rhode Island, and in 1921 was appointed federal district attorney for Rhode Island. In 1926 he was elected lieutenant governor of his state, succeeding to the governorship a few months later on the death of Gov. Pothier. He was elected in his own right in 1928 and again in 1930, serving until January, 1933.

It was while he was chairman of the executive committee of the Governors Conference of the United States, of which Mr. Roosevelt as Governor of New York was a member, that their friendship blossomed. President Roosevelt showed his esteem for Gov. Case, defeated in the 1932 landslide for

(Continued on page 53)

PERSONAL NOTES

WINSLOW P. Leighton, commercial manager of WGY, Schenectady, has been promoted to NBC national sales representative for New York State, with a traveling assignment out of Schenectady. He has been succeeded as commercial manager by George R. Nelson, WGY salesman, formerly with WCAX, Burlington, Vt.

B. M. MIDDLETON, vice president of WEHC, Charlottesville, Va., has added the sales managership of WSVA, Staunton, Va., to his duties.

PAUL R. HEITMEYER, former manager of KGW and KEX, Portland, Ore., later with KNX, Hollywood, and now with KLO, Ogden, Utah, is seeking authority from the FCC to establish a new 100-watt station in Cheyenne, Wyo.

FRANK A. BYRNES, former assistant district manager in San Francisco for Firestone Tires and for a decade with Willard Battery Co., Chicago, has joined the commercial department of KJBS, San Francisco, as an account executive.

HUGH TERRY, advertising manager of WKY, Oklahoma City, is a part time instructor in the Department of Journalism of Oklahoma City University.

WILLIAM PARKER, formerly with Bill Allsbrook's orchestra, has joined the commercial department of WBIG, Greensboro, N. C.

ARDE BULOVA, co-owner of WNEW, Newark, and for the last month the head of the former American Broadcasting Co., which ceased operation March 26, sailed for Europe on March 27.

AVERA WYNNE, manager and owner of WEED, Rocky Mount, N. C., on March 9 married Anne Hunter of that city.

FRANK WRIGHT, Oakland radio advertising executive, after several months as general sales manager of KTAB, San Francisco, has resigned. He has returned to his organization, Frank Wright & Associates, Oakland, specializing in radio.

GEORGE PROVEL has joined KGGO, San Francisco, as sales manager. He was formerly associated with KDYL, Salt Lake City, in an executive capacity.

WAYNE WOOLRIDGE, account executive of KYA, San Francisco is seriously ill at Mary's Help Hospital, and will be away from his desk several weeks.

B. W. FRANK, on the commercial staff of WEED, Rocky Mount, N. C., has been named assistant manager by Avera Wynne, owner.

GORDON S. PERSONS, president of WFSA, Montgomery, Ala., has been appointed chairman of state rural electrification authority by Gov. Bibb Graves.

KENT RIDER, of Austin, Tex., and B. R. Patterson, of Waco, have joined the commercial staff of KTAT, Fort Worth.

MAJ. J. T. CLEMENT, U. S. A. retired, vice president and Washington representative of RCA Mfg. Co., on April 9 received the Order of the Black Star from the French government. He already holds the Croix de Guerre and the ribbon of the Legion of Honor from France.

FRANK E. MASON, NBC vice president, was the principal speaker at the recent annual convention of the Radio Manufacturers Association of Canada in Toronto, with R. M. Brophy, manager of the NBC station relations department, attending as a guest.

FRED PALMER, general manager of WBNS, Columbus, O., on April 2 became the father of a daughter.

GUY EARL, president of KNX, Hollywood, has been named a member of the public relations committee of the Better Business Bureau of Los Angeles.

ELMER PEDERSON, formerly with the Los Angeles office of Paul Block & Associates, on April 1 joined KNX, Hollywood as national advertising manager, a new office.

SAMUEL J. HENRY, Jr., formerly with Cecil, Warwick & Cecil, and later associated with Joseph H. McGillvra, station representatives, has joined World Broadcasting System, succeeding Andrian Flanter, resigned.

MRS. JERRY MOFFETT, formerly Lorraine Gilmore of WFAA, Dallas, and now at Ponca City, Okla., where Mr. Moffett is a representative of Tracy-Locke-Dawson Inc., Dallas, was a recent visitor at WFAA.

FRANCIS MULLINS, commercial representative of KOMO-KJR, Seattle, has a new daughter, and Leo Moen, KOMO-KJR announcer, announces arrival of a baby boy.

G. L. TAYLOR, station manager of W9XBY, Kansas City, is back at his desk after a tonsil operation.

FRED HART, manager of KGMB, Honolulu, was in Southern California early in April visiting stations and transcription producers.

HARRY W. WITT, formerly with Foster & Kleiser in San Francisco, Los Angeles and San Diego, learned in one day that he had been named general manager of KGB, San Diego, and had become the father of a baby boy.

BEHIND THE MICROPHONE

PHILLIPS CARLIN, NBC sustaining program manager, has been awarded a bronze medallion by the alumni of De Witt Clinton High School, New York, for achievements since his graduation from the school. The award was made at an alumni dinner.

DONNELL O'CONNOR, of Rochester, N. Y., former program director of WBT, Charlotte, has been named program director of WEED, Rocky Mount, N. C. George Coppedge, formerly on the announcing staff of WPTF, Raleigh, has joined WEED as an announcer.

TOM GIBSON, former drama coach at KFAC, Los Angeles, has opened an office in the Union Life Bldg., Hollywood to prepare radio scripts and programs for dramatized announcements.

MARTHA CRANE, for seven years director of women's programs at WLS, Chicago, and her husband, Ray Caris, are the parents of a son, Crane Caris.

EDWARD DRAKE, who has been a free lance writer, has joined the continuity staff of WLS, Chicago, succeeding Robert Dwyer, who is now with the Wade Adv. Agency, Chicago.

MAURICE W. WOOD has replaced William Joyce as junior production supervisor at NBC's Chicago studios. Wood substituted for Albert Short in the production department for three weeks last fall while Short was on leave of absence.

EDWARD V. MURPHY, directing publicity for KTAB, KJBS and KQW, has been named to the same post at KFRC, San Francisco, succeeding David H. Glickman. W. C. (Cap) Holliway, veteran newspaperman and father of Harrison Holliway, manager of KFRC, is assisting Murphy.

J. C. MORGAN has joined the production staff of KTAB, San Francisco, as director of feature programs and dramatic skits. He formerly conducted Morgan Productions Inc., San Francisco radio school.

THE MAN *not* TO BE FORGOTTEN!

Radio appeals to the Negro—because of his inborn love of music and his flare for the mysterious. The signal drum, his tribal ancestor's method of broadcasting, has left a decided hereditary influence. Generally speaking, the Mississippi negro does very little reading. From the ages he has inherited his tendency to learn thru the ear rather than thru the eye. So great is his interest in the music and drama of radio programs, that he takes in every word of the continuity and commercial announcement.

True, Mississippi negroes do not own as many radio sets as the white people; but the vast majority have access to radios. At all hours in the negro sections of Mississippi communities, radios are to be heard. They gather in large numbers at the home of set owners or at negro stores equipped with radios—and today, because of this tremendous appeal, no country store in Mississippi is complete without a radio. Furthermore, practically 100% of the servants in Mississippi homes are negroes. They always hear the radio when the master or mistress is listening—and seldom fail to tune-in when the owner is out.

Without question, the Mississippi negro is impressed and influenced by radio. He is a great imitator. What the white folks have in every day conveniences, he must have too. Furthermore, merchants agree that negroes invariably insist upon brands advertised on the air.

WJDX
The LAMAR LIFE STATION
JACKSON, MISSISSIPPI
A SOUTH CENTRAL NBC STATION

VICK KNIGHT, of the CBS production staff in New York, is author of an experimental "dramalogue" titled *Cartwheel* presented over the CBS network April 13. It presented in rapid sequences the history of the minted silver dollar. Mr. Knight formerly was with WHK, Cleveland.

RAY WINGERS, formerly program director and announcer at WOV, New York, has joined the announcing staff of WOR, Newark.

THOMAS FREEBAIRN - SMITH, announcer at KNX, Hollywood, is back at the microphone after a two-week absence due to a hockey accident.

JOHNNY MURRAY, master of ceremonies on the former *Hi-Jinks* program keyed from KHJ, Los Angeles, to the Don Lee network, left Los Angeles April 5 for New York to take part in the new Lucky Strike *Hit Parade* on an NBC-WEAF network.

FELIX ADAMS, announcer of WSPD, Toledo, is substituting at WWVA, Wheeling, W. Va., for Howard Donahoe, program director, who is taking a vacation.

ARTHUR SNYDER, in charge of CBS programs from Los Angeles, is recuperating in Hollywood Hospital from injuries received in an auto wreck. His face was badly cut, requiring plastic surgery.

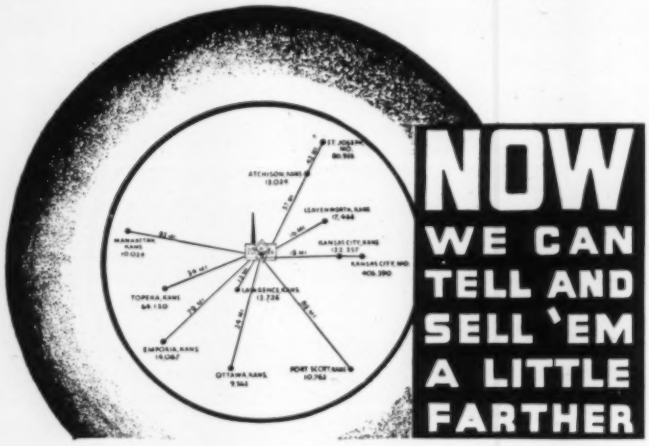
GENE CLARK, announcer and continuity writer at KJBS, San Francisco, has been elected vice president of the San Francisco Progressive Speakers Club.

JOSEPH R. BOLTON, announcer of WOR, Newark, and Miss Dorothy Bondy, of New Rochelle, N. Y., were married March 28. Bolton formerly was with WNJ, Newark, WCAU, Philadelphia, and WOV, New York.

ANNOUNCERS FOUR — This is the announcing staff of WBT, Charlotte; bottom, left to right; Charles Crutchfield, program director, and Weston Britt; top, Holly Smith, production director, and Clair Shadwell, music director.

HELEN COBB, former NBC librarian, San Francisco, has been appointed assistant to Arthur Garbett, NBC Western division educational director, Noel Corbett, assistant to Miss Louis Landis, NBC Western division feature writer, has been made night press representative at the San Francisco studios.

ROBERT SWAN, formerly chief announcer KHJ, Los Angeles, on April 3 was named program manager of KFAC-KFVD, Los Angeles.



Daytime Broadcasting on 5000 Watts! Now WREN can extend its "circle of coverage" much farther—adding many thousands of listeners to the excellent audience of 3½ million people living in the immediate WREN territory. No increase in rates—WREN is a big broadcasting bargain any minute of its 17 hours of daily broadcasting. The only Blue Net-Work NBC Station between St. Louis and Denver—900 miles.

WREN

Vernon H. Smith, Manager

WREN Building
Lawrence, Kansas

NBC Basic Blue Network
17 Hours Daily

BOB NICHOLS, for the past five years NBC Western division producer-announcer of the *Woman's Magazine of the Air*, resigned April 1 and is scheduled to go to Radio City. Prior to his San Francisco NBC affiliation, Nichols was chief announcer for the American Broadcasting System.

ARCHIE PRESBY, announcer at KGW-KEX, Portland, Ore., who has joined Cliff Engle and Sid Goodwin, ex-KGW announcers, at NBC, San Francisco, was given a farewell party at the Multnomah Hotel before leaving Portland. He replaces Marthin Provenson, who has gone to Hollywood.

RICHARD S. DAVIS, columnist and dramatic critic, discusses well-known personalities on his thrice-weekly *Not Exactly a Commentator* program on WTMJ, Milwaukee.

EARLE H. SMITH, former newspaperman, has been given complete charge of the news broadcasts of W9XBY, Kansas City, which has set up its own news service.

MRS. MARY ELIZABETH EMMEL, mother of Lou Emmel, manager of the NBC Artists Bureau, San Francisco, died April 3, in Los Gatos, California.

MISS EDITH LIPPMAN, assistant in NBC traffic department, San Francisco, on March 25 announced her engagement to Ted Fillipi. She leaves NBC May 7 and will be married in Seattle, Wash., shortly after.

CHARLES GLENN, formerly of W9XBY, Kansas City, has joined the announcing and production staffs of WNAX, Yankton, S. D.

BILL GREEN, formerly of CBS, has joined the announcing staff of WBOW, Terre Haute, Ind.

RICHARD McBROOM, former Spokane newspaperman, has replaced Joseph Alvin, who resigned April 1 from the NBC press department in Chicago.

J. LESTER MALLOY, former publicity director of KTAB, San Francisco, is writing a radio column for a chain of San Francisco weekly publications.

HARRY FIKE, new to radio, has joined the announcing staff of KIEV, Glendale, Cal.

JOHN CLARK, assistant news editor of KNX, Hollywood, is recuperating from a nervous breakdown.

EUGENE EUBANKS, at one time assistant production manager and dramatic director at KFRC, San Francisco, and more recently on the production staff of KFAC and KHJ, Los Angeles, has joined KYA, San Francisco, as continuity and publicity writer. Richard Holman, KYA production manager, will continue to supervise the public relations department.

TOM BARRY, who directed the serial *Air Pockets* on KMTR, Hollywood, has joined the production staff of KJBS, San Francisco.

CHARLES ELLSWORTH, former amusement manager, has joined the Thomas Lee Artists Bureau at KFRC, San Francisco, in an official capacity.

DAVID WARD, formerly announcer of KELW, Burbank, Cal., and more recently free lancing, has returned to the station.

AL ROTH, musical director of KMOX, St. Louis, has signed a contract for another year. His orchestra is heard on 23 programs a week, eight for CBS hookups.

CARRYING a substantial amount of advertising, the *New WLS Weekly*, featuring the program listings of the Chicago station and stories about radio artists, made its appearance March 16. The 16-page magazine is conducting a contest for a permanent name.

IN THE CONTROL ROOM

GATES RADIO & SUPPLY Co., Quincy, Ill., announces station installations as follows: WBIG, Greensboro, N. C., speech input equipment; WMBD, Peoria, Ill., crystal microphones; KUMA, Yuma, Ariz., speech input rack; KGNF, No. Platte, Neb., transcription and mixing equipment; WMFF, Plattsburg, N. Y., transcription and remote control equipment; CMCF, Havana, crystal microphone; CMW, Havana, modulation equipment for use with Phillips tubes.

A 204-FOOT vertical radiator capable of delivering 5 kw. is being erected for WSPD, Toledo, by the Blaw-Knox Co., Pittsburgh, and Bell engineers are installing the 5 kw. Western Electric transmitter. Plans for the transmitter house are being completed by local architects, with the new set-up to be ready to operate about June 15. Studios and offices will remain atop the Commodore Perry hotel.

THE NEW Honolulu control office of the FCC field section has been established on the entire eighth floor of the Aloha Tower. James M. Chapple, inspector transferred from Los Angeles in January, is in charge of the new district.

GUY RABUTEAU, French radio engineer now in this country, said after a visit to the new 50 kw. transmitter of WOR at Carteret, N. J.: "There are many features incorporated in the new WOR transmitter I shall take back to France with me and introduce to the broadcast stations of my country."

EDWARD W. STONE, formerly at Springfield, Mo., has joined the technical staff of WGST, Atlanta.

FREEMAN LANG, Hollywood transcription producer, has been awarded a service contract for the California Pacific International Exposition in San Diego May 29-Nov. 11. He will open an office on the grounds with Archie Goldman in charge and equipment will include remote control apparatus, public address system and the Illustrovox (illustrated voice).

WHAT is claimed to be the first all-wood radio tower in America soon will be dedicated by WRVA, Richmond. Decision to build the 320-foot radiator of wood, as successfully tried abroad, was made on recommendation of Paul F. Godley, radio consultant of Upper Montclair, N. J. The tower is of tripod construction and joints are tied with a new type of timber connector.

Derby to Be Sponsored

BROWN & WILLIAMSON TOBACCO Co., Louisville (Kool, Raleigh, Wings) has obtained exclusive rights to broadcast the Kentucky Derby May 4 and will be heard on a 92-station CBS network. This is the first time the Derby broadcast has been sponsored. Batten, Barton, Durstine & Osborn Inc., New York, handles the account. Announcing will be handled by Thomas Bryan George, turf writer of the *New York Times*, and Westbrook Van Voorhees and Bob Trout of the CBS staff.

KGIR

BUTTE · MONTANA

Six News Periods Daily Are Broadcast by KMBC

CARRYING six "newscast" periods daily, not including special flashes, news dramatizations and CBS network news features, KMBC, Kansas City, on April 8 enlarged its news broadcasting schedule to what it claims is the most extensive on any Middle Western station. KMBC's daily *Tattlers Sports Review* and early evening Transradio news schedules are sponsored by Continental Baking Co., New York (Wonder bread), and it has arranged for local news pickups from a roving short wave newscasting car which, after several months experimenting with temporary equipment, will be on the streets shortly.

The station's news department head has not yet been named, but Arthur Church, manager, and Ted Malone, program director, are closely supervising the new features. It is planned to cut into local programs, whether sustaining or commercial, for transcendent news flashes.

Cargill Group in Control

Mr. Cargill

WMAZ, Macon, Ga., is now the property of Southeastern Broadcasting Co., lessee and operator since 1929, as a result of negotiations completed this month with the Macon Junior Chamber of Commerce. The chamber received the station as a gift from Mercer University which opened it in 1924 but consented to its lease on a commercial basis. Edward K. Cargill is president and general manager; George P. Rankin, Jr., vice president and chief engineer, and Wilton E. Cobb, secretary-treasurer.

A. CORENSON, whose interest in KELW, Los Angeles, has been acquired by Hearst Radio Inc. for combination with KTM into a new full-time outlet there, has applied to the FCC for a new 100-watt daytime station in Pasadena on 1480 kc.

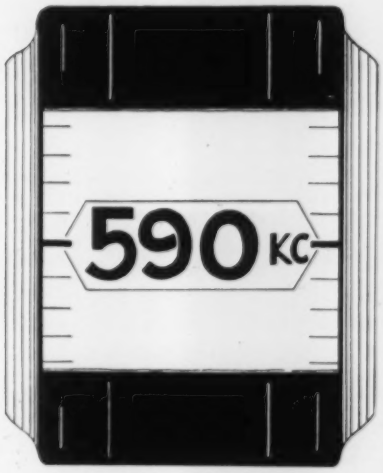
Bireley Orangeade Plans Campaign on 60 Stations

SOME 60 stations are to be used by Frank W. Bireley Co., 1117 N. Mansfield St., Hollywood (Bireley's orangeade) in a national campaign during the late spring and summer. Philip J. Meany Co., Los Angeles agency, is directing the campaign, which will include magazines, and point-of-sale material for local dealers wishing to advertise.

Production of a series of five-minute transcriptions has been started at Recordings Inc., Hollywood. They take the form of dramatized skits tying in the product, which is marketed in bulging-neck milk bottles. About a thousand dealers have exclusive Bireley franchises. The first series of a dozen programs was placed on four Midwest and one Pacific stations as a test and the number will be increased to 25 late in April, gradually rising to 60 stations by warm weather. Under present plans, the campaign will last until September.

Any time-Any Day

WEEI-Boston



A Composite Picture
of 795,910* Radio Dials
in the highly concentrated—
most fertile market in New England

*WEEI's Potential Audience in radio sets as determined by Jansky & Bailey and N.B.C. Surveys.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WJSV, Washington, D. C.

Staaback Medicine Co., Salisbury, N. C. (proprietary), 6 weekly *sa*, thru J. Carson Brantley Adv. Agency, Salisbury.

Chrysler Sales Corp., Detroit (Plymouth autos), daily *sa*, thru J. Stirling Getchell Inc., N. Y.

Chrysler Sales Corp., Detroit (Dodge autos), *ta*, thru Ruthrauff & Ryan Inc., N. Y.

General Motors Corp., Detroit (auto shows), 25 *sa*, thru Campbell-Ewald Co. Inc., Detroit.

Gardner Nursery Co., Osage, Iowa, weekly *sp*, thru Northwest Radio Adv. Co., Seattle.

Clark Bros. Chewing Gum Co., Pittsburgh (Teaberry gum), 6 weekly *sa*, thru Edward M. Power Co. Inc., Pittsburgh.

A. C. Spark Plug Co., Flint, Mich., 2 weekly *ta*, thru D. P. Brother & Co. Inc., Detroit.

California Perfume Co., Suffern, N. Y. (cosmetics), 2 weekly *t*, thru Luckey-Bowman Inc., N. Y.

Carlton & Hovey Co., Lowell, Mass. (Father John's), 6 weekly *sa*, thru John W. Queen, Boston.

Fred Fear & Co., Brooklyn (Chick Chick egg dye), 4 *sa*, thru Menken Adv. Inc., N. Y.

American Tobacco Co., New York (Herbert Tareyton), 7 daily *ta*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.

I. T. S. Co., Elyria, O. (rubber heels & soles), 6 weekly *sa*, thru Carr Liggett Inc., Cleveland.

Stanco Inc., New York (Cream of Nujol), 2 weekly *t*, thru McCann-Erickson Inc., N. Y.

Oakite Products Inc., New York (cleanser), 3 weekly *sp*, thru Calking & Holden Inc., N. Y.

Reid, Murdoch & Co., Chicago (food), 3 weekly *sa*, thru Philip O. Palmer & Co. Inc., Chicago.

Crowell Pub. Co., New York (magazines), 2 weekly *sp*, thru Geyer-Cornell Co. Inc., N. Y.

Skinner & Eddy Corp., Seattle (Peter Pan salmon), weekly *t*, thru J. Wm. Sheets Inc., Seattle.

Procter & Gamble Co., Cincinnati (Ivory soap), 6 weekly *t*, thru Blackman Co., N. Y.

Simplex Diathermy Co., New York (diathermy amparatus), 2 weekly *sp*, thru Rose-Martin Inc., N. Y.

WFBL, Syracuse

Fels & Co., Philadelphia (Fels Naptha soap), 2 weekly *sp*, thru Aitkin-Kynett Co., Philadelphia.

WLS, Chicago

Gardner Nursery Co., Osage, Ia. (plants), 26 *sp*, thru Northwest Radio Advertising Co., Seattle.

Collingbourne Mills, Elgin, Ill. (Virginia Snow Yarns), 13 *sp*, thru Rogers & Smith Adv. Agency, Chicago.

Sterling Drug Co., Des Moines, Ia. (toothpaste), 13 *sp*, thru Heath-Seehof Inc., Chicago.

Bernard Perfumers, St. Louis, 39 *sa*, thru Hilmer V. Swenson Co., St. Louis.

Coyne Electrical School, Chicago, 13 *sp*, thru Philip O. Palmer & Co. Inc., Chicago.

Murphy Products Co., Burlington, Wis. (poultry feed mix), 6 *sp*, thru Wade Adv. Agency, Chicago.

Drug Trade Products, Chicago (proprietary), weekly *sp*, thru Heath-Seehof Inc., Chicago.

WOR, Newark

Waitt & Bond Inc., Newark (Blackstone cigars), 3 weekly *sp*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Reklamefondet for Den Norske Hermetikindustri (Norwegian canned sardines), Stavenger, Norway, 2 weekly *sp*, thru Wales Adv. Co. Inc., N. Y.

General Baking Co., New York (Bond bread), 5 weekly *sp*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Fasteeth Inc., Binghamton, N. Y. (denture powder), 3 weekly *sp*, thru Wylie B. Jones Adv. Agency, Binghamton.

WMAQ, Chicago

Chicago Council Fish and Sea Food, 10 *sa*, thru Sellers Service Inc., Chicago.

Studebaker Sales Co., Chicago (automobiles), 4 *t*, thru Schwimmer & Scott, Chicago.

Ruud Mfg. Co., Pittsburgh (water heaters), 66 *sa*, thru Ketchum-MacLeod and Grove Inc., Pittsburgh.

Northwestern Yeast Co., Chicago (Yeastfoam tablets), 6 *sp*, thru Hays MacFarland & Co., Chicago.

WMCA, New York

Steelcote Mfg. Co., St. Louis (paint), 3 weekly *ta*, thru Mortimer W. Mears Inc., St. Louis.

Carter Medicine Co., New York (liver pills), 6 weekly *sa*, thru Street & Finney Inc., N. Y.

A. C. Spark Plug Co., Flint, Mich., 2 weekly *ta*, thru D. P. Brother & Co. Inc., Detroit.

American Gold Buying Service, New York, 6 weekly *sp*, thru Friend Adv. Agency, N. Y.

Chrysler Corp., New York (autos), 14 *sa*, thru J. Stirling Getchell Inc., N. Y.

Maryland Pharmaceutical Co., Baltimore (Rem), 3 daily *sa*, thru Joseph Katz Co., New York.

General Foods Corp., New York (Postum), weekly *sp*, thru Advertisers Broadcasting Co., N. Y.

General Foods Corp., New York (Diamond salt), weekly *sp*, thru Advertisers Broadcasters Co., N. Y.

Kienzler Distilling Corp., New York (London Tower gin), 3 weekly *sp* (baseball drama), thru Kelly, Nason & Roosevelt Inc., N. Y.

Chevrolet Motor Co., Detroit, 3 weekly *t*, thru Campbell-Ewald Co., Detroit.

Fred Fear & Co., Brooklyn (egg dye), 6 *sa*, thru Menkin Adv. Inc., N. Y.

KGO, San Francisco

Caledine Distributors, San Francisco (mineral water), 6 weekly *sp*, thru Marc Bowman Adv. Agency, San Francisco.

Nourishine Sales Co., Los Angeles (hair tonic), weekly *sp*, thru Hughes-Morton Adv. Agency, Los Angeles.

Horlicks Malted Milk Corp., Racine, Wis. (malted milk), 5 weekly *t*, thru Lord & Thomas, San Francisco.

Growers Fertilizer Co., San Francisco (Grozit plant food), weekly *sp*, thru Gerth-Knollin Adv. Agency, San Francisco.

WABC, New York

Household Finance Corp., New York (loans), 2 weekly *sp*, thru Charles Daniel Frey Co., Chicago.

WWL, New Orleans

Drug Trade Products, Chicago (Peruna, etc.), 6 weekly *sp*, thru Heath-Seehof Inc., Chicago.

Sterling Casualty Insurance Co., Chicago (Penny-a-Day insurance), 2 weekly *sp*, thru First United Broadcasters Inc., Chicago.

Willard Tablet Co., Chicago (proprietary), 2 weekly *sp*, thru First United Broadcasters Inc., Chicago.

B. C. Remedy Co., Durham, N. C. (proprietary), 6 weekly *sp*, thru J. Carson Brantley Adv. Agency, Durham, N. C.

Stanback Medicine Co., Salisbury, N. C. (proprietary), 6 weekly *sp*, thru Harvey-Massengale Co., Durham, N. C.

Nacor Medicine Co., Indianapolis (Nacor), 6 weekly *sp*, thru Neisser-Meyerhoff Inc., Chicago.

Stanco Inc., New York (Nujol), 3 weekly *t*, thru McCann-Erickson Inc., N. Y.

Burrus Flour Mills, Fort Worth, Tex. (Lighterust flour), 6 weekly *t*, direct.

Crazy Water Hotel Co., Mineral Wells, Tex., 12 weekly *sp*, direct.

Pittsburgh Plate Glass Co., Milwaukee (paint), 6 weekly *sp*, thru N. W. Ayer & Sons Inc., Philadelphia.

Interstate Nurseries, Hamburg, Ia. (plants), 4 weekly *sp*, direct.

Gardner Nursery Co., Osage, Ia. (plants), 6 weekly *sa*, weekly *sp*, thru Northwest Radio Adv. Co., Seattle.

Congoin Co., Los Angeles (herb tea), 7 weekly *t*, thru Lockwood-Shackelford Co., Los Angeles.

General Mills Inc., Minneapolis (Wheaties), 6 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

Monticello Nurseries, Monticello, Fla. (pecan trees), 6 weekly *sa*, direct.

Slingerland Banjo Mfg. Co., Chicago (music lessons), 6 weekly *sa*, weekly *sp*, thru Heath-Seehof Inc., Chicago.

Foley & Co., Chicago (proprietary), 6 weekly *sp*, thru Frankel-Rose Co., Chicago.

Geppert Studios, Des Moines (enlargements), 6 weekly *sa*, weekly *sp*, thru Lessing Adv. Co. Inc., Des Moines.

Brazilian Herb Tea Co., Atlanta (reducing tea), 6 weekly *sa*, direct.

Durkee Famous Foods Inc., Elmhurst, N. Y. (margarine), 6 weekly *sa*, thru Federal Adv. Agency, N. Y.

KNX, Hollywood

Sterling Casualty Insurance Co., Chicago (Penny-a-Day insurance), 6 weekly *sp*, thru First United Broadcasters Inc., Chicago.

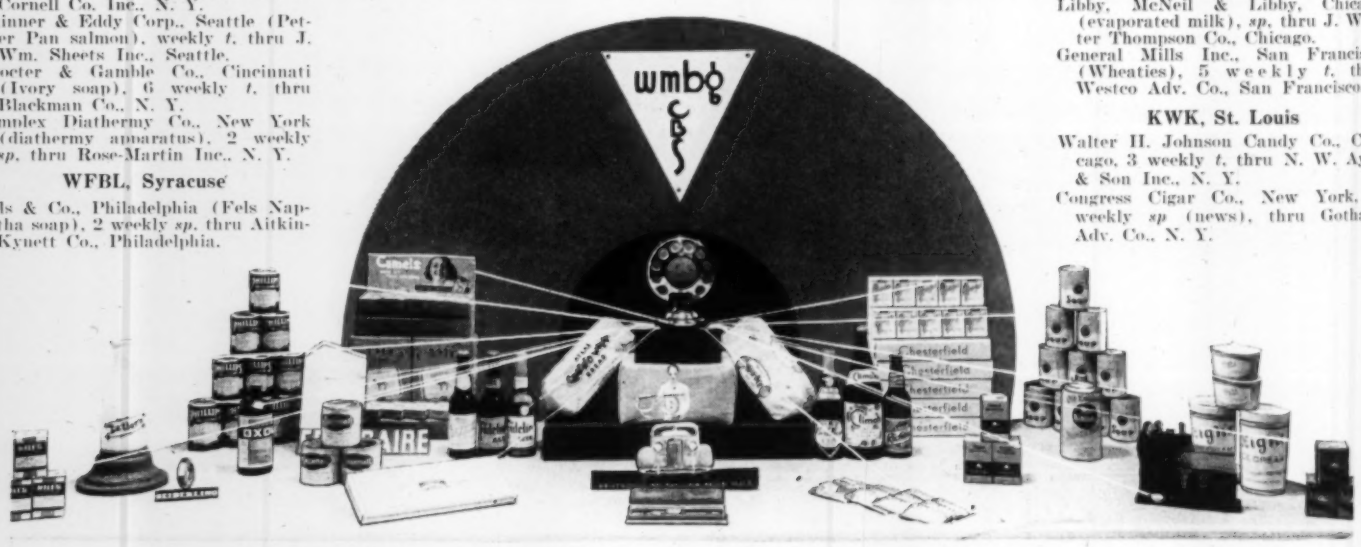
Libby, McNeil & Libby, Chicago (evaporated milk), *sp*, thru J. Walter Thompson Co., Chicago.

General Mills Inc., San Francisco (Wheaties), 5 weekly *t*, thru Westco Adv. Co., San Francisco.

KWK, St. Louis

Walter H. Johnson Candy Co., Chicago, 3 weekly *t*, thru N. W. Ayer & Son Inc., N. Y.

Congress Cigar Co., New York, 3 weekly *sp* (news), thru Gotham Adv. Co., N. Y.



RADIO SHOW-WINDOW—After WMBG, Richmond, Va., a CBS outlet, had tried this window-display of merchandise advertised over its facilities, it found that one window wasn't enough. So good were the results from the initial display that it launched plans for a series of windows in empty stores at desirable locations, including spot as well as network products. The current program calls for the use of ten show-windows. In addition a house-organ of WMBG, devoted entirely to news of programs, sponsors and merchandise, is distributed monthly.

WCAE, Pittsburgh

International Magazine Co., New York, weekly *t*, direct.

Carter Medicine Co., New York (liver pills), 3 weekly *ta*, thru Street & Finney Inc., N. Y.

Bulova Watch Co., New York, 2 daily *sa*, thru Biow Co., N. Y.

A. C. Spark Plug Co., Flint, Mich., 2 weekly *ta*, thru D. P. Brother & Co. Inc., Detroit.

R. L. Watkins Co., New York (Dr. Lyon's tooth powder), weekly *t*, thru Blackett - Sample - Hummert Inc., Chicago.

Time Inc., New York (newsreel), 1 *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Steelcote Mfg. Co., St. Louis (paint), 3 weekly *sa*, thru Anfenger Adv. Agency Inc., St. Louis.

Staley Sales Corp., Decatur, Ill. (corn products), daily *sa*, thru Batten, Barton, Durstine & Osborn Inc., Chicago.

KHJ, Los Angeles

Marion R. Gray Co., Los Angeles (Grayco shirts), 6 weekly *t*, thru Lockwood - Shackelford Co., Los Angeles.

Numismatic Co., Fort Worth (old coins), 4 *sp*, thru Guenther-Bradford & Co. Inc., Los Angeles.

General Mills Inc., Minneapolis (Sperry flour division), 2 weekly *sp*, thru Westco Adv. Co., San Francisco.

Knox Co., Kansas City (Cystex), weekly *t*, thru Dillon & Kirk, Kansas City.

Pacific Coast Dodge Dealers, Los Angeles (automobiles), 2 weekly *sp*, thru Ruthrauff & Ryan Inc., Los Angeles.

KFI, Los Angeles

Emerson Drug Co., Baltimore (Bromo-Seltzer), 5 weekly *sa*, thru J. Walter Thompson Co., N. Y.

Walker Remedy Co., Waterloo, Ia. (Walko tablets), 5 weekly *ta*, thru Weston-Barnett Inc., Waterloo.

Cycle Trades of America, New York, 2 weekly *sa*, direct.

Graham-Paige Motors Corp., Detroit, 6 weekly *sa*, thru United States Adv. Corp., Toledo.

Sperry Flour Co., San Francisco (Drifted Snow), 2 weekly *sp*, thru Westco Adv. Co., San Francisco.

Welch Grape Juice Co., Westfield, N. Y., 3 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Bulova Watch Co., New York, 7 weekly *sa*, thru Biow Co., N. Y.

WJZ, New York

Oakland Chemical Co., New York (Dioxogen), 2 weekly *sp*, thru Small, Kleppner & Seiffer Inc., N. Y.

Railroad Campaign

SPOT announcements on some 75 stations are contemplated in a campaign to be started this month by western railroads, with Reincke-Ellis-Younggreen & Finn Inc., Chicago, named to handle the account. Other media also will be used. Air-conditioning, faster schedules, dependability and safety will be stressed by the carriers. The announcements, it is planned, will suggest that listeners write friends and relatives in the East to visit the Middle West and West during the summer months, via rail. About $450,000 will be spent during the campaign, according to plans.

POCAHONTAS OIL Co., Cleveland, has signed Mel Harder, leading pitcher of the Cleveland Indians, for a twice weekly series of fan talks and forecasts while the Indians are at home, appearing over WGAR starting April 17.

NETWORK ACCOUNTS

H. C. BRILL Inc., New York (E-Zee Freez dessert) on April 25 starts song trio *Jimmie, June & Jack* on 15 CBS stations, 10:05-10:15 a. m. (EDST). Agency: Donahue & Coe Inc., N. Y.

BETTER SPEECH INSTITUTE OF AMERICA, Chicago (instruction) on April 14 started *Words to the Wise* on 25 NBC-WJZ stations, Sundays, 2-2:15 p. m. Agency: Auspitz & Lee, Chicago.

AMERICAN TELEPHONE & TELEGRAPH Co., New York, will use 92 CBS stations Sunday, April 28, from 7-8 p. m. (EDST) for a 50th anniversary broadcast. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati on April 15 renews *Dreams Come True* on 40 NBC-WEAF stations, Mondays, Wednesdays, Thursdays, 3:30-3:45 p. m. with repeat at 4:45, changing April 30 to Tuesdays, Wednesdays, Thursdays, 3:45-4 p. m. Agency: Pedlar & Ryan Inc., N. Y.

REAL SILK HOSIERY MILLS, Indianapolis, on April 7 renewed *Real Silk Program* on 24 NBC-WJZ stations, Sundays, 9-9:30 p. m. with repeat at 12 midnight. Agency: Erwin Wasey & Co., Chicago.

HEALTH PRODUCTS Corp., Newark (Feen-A-Mint) on April 21 renews *National Amateur Night* on 42 CBS stations, Sundays, 6-6:30 p. m. Agency: William Esty & Co. Inc., N. Y.

ROBERT A. JOHNSTON Co., Milwaukee (candy) on April 1 started *Painted Dreams* on 4 Mutual stations, Mondays through Fridays, 1:45-2 p. m. Agency: N. W. Ayer & Son Inc., Philadelphia.

COCOMALT Co., Hoboken, N. J. (Cocomalt) on April 29 renews *Buck Rogers in the 25th Century* on 15 CBS stations, Mondays through Thursdays, 6-6:15 p. m. with repeat at 7:30 (EDST). Agency: Ruthrauff & Ryan Inc., N. Y.

STUDEBAKER SALES CORP. of America, South Bend, Ind., (autos) on May 3 renews *Richard Himber & Studebaker Champions* on 40 CBS stations, Fridays, 10-10:30 p. m. (EDST) with repeat not yet scheduled. Agency: Roche, Williams & Cunnyngham Inc., Chicago.

MACFADDEN PUBLICATIONS Inc., New York (True Story Magazine) on April 5 renewed *True Story Court of Human Relations* on 40 CBS stations, Fridays, 8:30-9 p. m. (EDST). Agency: Erwin, Wasey & Co. Inc.

STERLING PRODUCTS Co., New York (Dr. Lyon's toothpaste, Bayer's Aspirin) on April 21 renews *Manhattan Merry-Go-Round*, Sundays, 9-9:30 p. m., and *American Musical Revue*, Sundays, 9:30-10 p. m., on 50 NBC-WEAF stations. Agency: Blackett-Sample-Hummert Inc., N. Y.

GENERAL FOODS Corp., New York (Maxwell House coffee) on April 4 renewed *Capt. Henry's Showboat* on 60 NBC-WEAF stations, Thursdays, 9-10 p. m. Agency: Benton & Bowles Inc., N. Y.

GREAT ATLANTIC & PACIFIC TEA Co., New York (retailer) on April 15 renews *A & P Gypsies* on 20 NBC-WEAF stations, Mondays, 9-9:30 p. m. Agency: Paris & Peart, N. Y.

PACIFIC COAST BORAX CO., Wilmington, Cal., (20 Mule Team borax-soap chips) on May 28 renews *Death Valley Days*, dramatic skits, with George Rand, the Old Ranger, on 4 NBC-KPO stations, Tuesdays, 8:30-9 p. m. (PST). Agency: McCann-Erickson Inc., San Francisco.

FORHAN Co. Inc., New York (toothpaste) on April 22 renews *Stories of the Black Chamber* on 22 NBC-WEAF stations, Mon., Wed., Fri., 7:15-7:30 p. m. Agency: McCann-Erickson Inc., N. Y.

SCHOLL MFG. Co., Chicago (foot appliances) on April 16 renews *The Street Singer* on Mutual network plus WXYZ, Tues., Thurs., 7:30-7:45 p. m. Agency: Donahue & Coe, N. Y.

WASEY PRODUCTS Inc., New York (Barbasol) renews *Singin' Sam* on Mutual network, Fridays, 9:45-10 p. m. Agency: Erwin, Wasey & Co. Inc., N. Y.

TILLAMOOK COUNTY CREAM ASSOCIATION, Tillamook, Ore. (cheese), on April 5 renewed in *Woman's Magazine of the Air* on 5 NBC-KPO stations, Fridays, 2:15-2:35 p. m. (PST); beginning April 19, 2:15-2:30 p. m. Agency: Botsford, Constantine & Gardner, Portland, Ore.

PHILIP MORRIS & Co. Ltd., New York (cigarettes) on April 10 started *Johnny & His Foursome* on 23 CBS stations, Wednesdays, 8-8:15 p. m. Agency: Biow Co. Inc., N. Y.

S. C. JOHNSON & SON Inc., Racine, Wis. (floor wax) on April 16 starts *Fibber McGee & Molly* on 18 NBC-WJZ stations, Tuesdays, 10-10:30 p. m. Agency: Needham, Louis & Brorby Inc., Chicago.

RCA MFG. Co., Camden, N. J. (RCA Victor Division) on April 20 starts *Radio City Party* on 53 NBC-WEAF stations, Saturdays, 9-9:30 p. m. Agency: Lord & Thomas, N. Y.

RADIO DEPT
"Figures, figures, figures . . . would that I had called in . . .
FREE & SLEININGER, INC.
RADIO STATION REPRESENTATIVES
SEE PAGE 1, RADIO ADVERTISING RATES AND DATA

SELL the Southwest Market with the Southwest System

S B S

is America's Fastest-Growing Regional Network!

Let Us Give You The Facts!

SOUTHWEST BROADCASTING COMPANY

LEE H. ARMER, President, Fort Worth, Texas

JOHN BLAIR & COMPANY, National Representatives

NEW YORK CHICAGO DETROIT

SAN FRANCISCO LOS ANGELES

The Greeks Had a Word For It

KUDOS★

KU'DOS (Kū'dŏs), *n.* [NL. fr. Gr. glory] glory, fame, renown, praise. *Webster*

★ "Your Year Book is a corker and I congratulate you on it."
Roy S. Durstine,
Vice-President,
Batten, Barton, Durstine & Osborn Inc.

★ "It certainly is the whole radio picture under one cover."
Frank Smith,
Assistant Advertising Manager,
General Foods Corporation.

★ "It is a most comprehensive piece of work, and you may be sure it will be in constant use in our offices."
Douglas Coulter,
Vice-President,
N. W. Ayer & Son, Inc.

★ "Very thoroughly done and certainly right up-to-the-minute."
Robert Diserens,
Vice-President,
Campbell-Ewald Co., Inc.

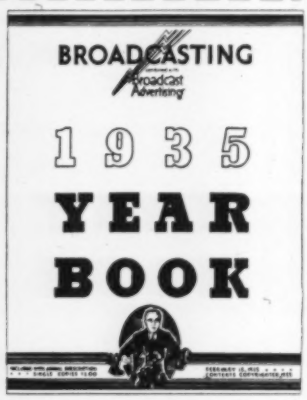
★ "Many attempts have been made to institute annual reviews of the radio industry, but none has succeeded so well in compiling and presenting the statistics that are in everyday demand as this Year Book, intended to be an annual publication."
The New York Sun.

★ "I think it is a most complete compendium of information, and I don't see how anyone interested in radio broadcasting can get along without it."
L. C. Probert,
Vice President-Advertising Manager,
Chesapeake & Ohio Railroad.

The 1935 Year Book
(240 pages of directory data)

AVAILABLE TO ALL SUBSCRIBERS
[Without Extra Cost]

BROADCASTING
Broadcast Advertising



National Press Bldg.,
Washington, D. C.

Please enter my subscription to BROADCASTING. Begin with 1935 YEARBOOK Edition. Check is enclosed.

☐ $3.00 for ONE YEAR — YEARBOOK INCLUDED.
☐ $5.00 for TWO YEARS or for TWO ONE-YEAR subscriptions YEARBOOK INCLUDED

Canadian and Foreign Subscriptions $4.00 per year

Name _____
Address _____
City _____ *State* _____
Firm Name _____
Your Position _____

BORDEN SALES Co. Inc., New York, on May 1 starts *Magic Recipe* on NBC-KPO-Mountain network, Wednesdays, 8:45-9 a. m. (PST). Agency: Young & Rubicam, N. Y.

WASEY PRODUCTS Inc., New York (Primrose House Products) renews *The Lamplighter* on Mutual network, Sundays, 2-2:30 p. m. Agency: Erwin, Wasey & Co. Inc., N. Y.

WM. R. WARNER & Co., New York (Vince) on April 24 starts *Our Home on the Range* on 25 NBC-WJZ stations, Wednesdays, 9-9:45 p. m. Agency: Cecil, Warwick & Cecil Inc., N. Y.

SPERRY FLOUR Co., San Francisco, on April 4 started *Prize Romance* on Don Lee-CBS network, Tues., Thurs., 3:30 p. m. (PST). Agency: Westco Adv. Co., San Francisco.

UNIVERSAL FLOUR MILLS Inc., Fort Worth, Tex., on April 9 renewed *Radio Revue* on 10 Southwest Broadcasting System stations, Tuesdays, 7 p. m. Agency: Tracy-Locke-Dawson Inc., Dallas.

BROWN & WILLIAMSON TOBACCO Co., Louisville (Kool, Raleigh, Wings) on May 4 will broadcast Kentucky Derby on 92 CBS stations. Agency: Batten, Barton, Durstine & Osborn Inc.

NBC CHANGES—Carlsbad Products Co. *Morton Downey* on April 19 changes to Fridays, 8:15-8:30 p. m. on NBC-WJZ; RCA Mfg. Co. (Radiotron) on April 20 changes *Radio City Party* to 9-9:30 p. m. NBC-WEAF; Procter & Gamble Co. *Vic & Sade* on April 29 changes to 3:15-3:30 p. m., Mon. thru Fri., NBC-WEAF; Procter & Gamble Co. *Oxydol's Own Maw Perkins* on April 29 changes to 3:30-3:45 p. m., Mon. thru Fri., NBC-WEAF; J. W. Marrow Mfg. Co. *Betty Marlow* on April 30 changes to 5:45-6 p. m., Tues., Thurs., NBC-WEAF; Procter & Gamble Co. *Ivory Stamp Club* on April 29 changes to 6:15-6:30 p. m., Mon., Wed., Fri., NBC-WJZ; Northwestern Yeast Co. *Virginia Lee & Sunshine* on April 29 changes to 1:15-1:30 p. m., Mon., Wed., Fri., on NBC-WJZ.

CBS CHANGES—Corn Products Refining Co. *Hour of Charm* on April 9 changed to 9:30-10 p. m., Tuesdays; Gulf Refining Co. *Gulf Headliners* on April 7 changed to 8:30-9 p. m., Sundays; Lehn & Fink Products Co. on May 5 substitutes Ethel Merman for Eddie Cantor, 8-8:30 p. m. Sundays; Crystal Corp. on April 6 added six stations to *Outdoor Girl Beauty Parade.*

Mary Garden Comments For Standard Oil Series

LIKE Lambert Pharmacal Co.'s use of Geraldine Farrar on the Metropolitan Opera programs for Listerine, Standard Oil Co., of California has brought Mary Garden, opera star, to San Francisco for eight weeks as commentator for its *Standard School Broadcasts* and *Standard Symphony Hour* on Thursdays, heard over the NBC-KPO network.

Her first broadcast on April 4 was heard by nearly 250,000 school children in 2,000 Pacific Coast schools.

During the *Standard School Broadcast* at 11 a. m., Miss Garden incorporates her own thoughts in regard to the music being studied by the school children. For the *Standard Symphony Hour* at 8:15 p. m. she comments on the numbers to be played by the orchestra, directed by Gaetano Merola.

Shore or the Mountains?

Argue All You Please
About the Vacation Spot

BUT Reach the People at Both This Spring - Summer by Using

WBAL, BALTIMORE

Programs developed, tested and proven now offered for sponsorship include

The Johnson Family
Lydia Looks Around
Old Colonel and the Comics
Hi Noon, Hi Jinks—Variety
The Public Forum

Write for full details

1060 Kcs.
10,000 Watts

WBAL

Basic Blue Network N.B.C.

BALTIMORE

Paul H. Raymer Co., National Sales Representative

RADIO ADVERTISERS

LIFE SAVERS Inc., Port Chester, N. Y. (candy etc.) makes up lists in June and November, radio included. The account is placed by Topping & Lloyd Inc., New York, with Canadian advertising through Lord & Thomas of Canada Ltd., Toronto. Annual appropriation, $500,000.

CROSLEY RADIO Corp., Cincinnati (radios & refrigerators) makes up lists in May and August, including radio, with Procter & Collier Co. Inc., Cincinnati, handling refrigerators and Ralph H. Jones Co., Cincinnati, handling radio. Annual appropriation, $250,000.

A. C. LEGG PACKING Co., Birmingham, Ala. (Old Plantation sausage seasoning) makes up lists during May, including radio, the account being placed by Silver & Douce Co. Inc., Birmingham. Annual appropriation, $15,000.

HEALTH PRODUCTS Corp., Newark (Feen-a-mint, Aspergum, etc.) makes up lists in May, including radio. William Esty & Co. Inc., New York, handles the account.

GEORGE T. BRODNAX Inc., Memphis (jewelry mfgrs.) makes up lists in May, including radio, placing the account through Merrill Kremer Inc., Memphis.

LOFTIS JEWELRY Co., Chicago, makes up lists in May, including radio, with Franklin Advertising Agency, Chicago, handling the account.

CHAPMAN'S ICE CREAM Co., Los Angeles ice cream factory with branches in Pasadena and Glendale, opened a 30-day trial campaign on KFAC, Los Angeles, early in April, preliminary to the summer trade campaign. The account is handled direct.

VANI-SHINE Corp., Los Angeles (wave lotion) on April 1 started a daily quarter-hour program on KGFJ of that city, through Campbell, Kellogg Co., Los Angeles, and may expand the schedule to take in Western and Midwestern territory.

BIOTONE DISTRIBUTING Co., Los Angeles, representing a Salt Lake City medical product company, has placed its radio account with Campbell, Kellogg Co., Los Angeles agency. The current contract was placed on Los Angeles stations for April with the possibility later of extending up the Coast. The product is a system toner.

HOLLAND FURNACE Co., Holland, Mich., planning a campaign including radio, has placed its account with Blackett - Sample - Hummert Inc., Chicago.

FRIEND BROS., Inc., Boston (baked beans, brown bread) is planning a New England campaign, including radio. Ingalls-Advertising, Boston, handles the account.

I-O PRODUCTS Co. Inc., New York (I-O Tabs) is conducting a test campaign in Wisconsin on iodine products for use in pastries, using radio and other media.

GAR WOOD INDUSTRIES Inc., Detroit (industrial equipment) has named Grace & Bement Inc., Detroit, to handle its air conditioning advertising.

OLD INDIAN MEDICINE Co., Toledo (Wa-Hoo bitters) has named Beals-Kent & Co., Toledo, to handle its account.

POMPEIAN Co., Bloomfield, N. J. (cosmetics), planning a campaign to start in mid-June with radio included, has named Topping & Lloyd Inc., New York, to handle its advertising. This year the program will consist mainly of tests with a more extended campaign planned for 1936.

SOUTHERN DAIRIES Inc., and Chestnut Farms-Chevy Chase Dairy, Washington, D. C., are sponsoring *The National Capitol Radio Amateur Show* on WJSV, Washington, with Arthur Godfrey as master of ceremonies. The account is handled by Spangler & Berry, Washington. James J. McNally is account executive.

STANDARD OIL Co. of Ohio, Cleveland, has started a campaign including announcements. Included are weather notices on WTAM, Cleveland, and WLW, Cincinnati, as well as baseball broadcast from WHK, Cleveland.

W. R. HUBER, formerly with J. Stirling Getchell Inc., Detroit agency, and sales promotion manager of Pontiac Motor Co., Detroit, has been named sales promotion manager of Gulf Refining Co., Pittsburgh, succeeding Robert J. Flood, resigned.

MRS. MARGARET FITZGERALD, formerly advertising manager of O'Connor-Moffatt & Co., San Francisco department store, has been appointed advertising manager of McCreery's, 5th Ave at 34th St., New York department store, and will take office April 15.

RELIANCE Mfg. Co., Chicago (Big Yank shirts) has placed its advertising with Mitchell-Faust Adv. Agency, Chicago.

McALEER Mfg. Co., Detroit (wax, cleaners), using radio, has placed its account with Maxon Inc., Detroit.

MONARCH METAL WEATHERSTRIP Co., St. Louis, using radio aid business papers, is advertising now through Mortimer W. Mears Inc., St. Louis.

MARLENE Co., Washington, D. C. (cosmetics) has placed its account with Henry J. Kaufman, Washington agency.

ANGOSTURA - WUPPERMANN Corp., New York (bitters, liquors) now is advertising through Fletcher & Ellis Inc., New York.

KREUGER BREWING Co., Newark, has placed its account with Fuller & Smith & Ross, New York.

CRACKER JACK Co., Chicago (candy) has placed its account with John H. Dunham Co., Chicago.

HUMBOLDT MALT & BREWING Co., Eureka, Cal. (Brown Derby beer), has named J. Walter Thompson Co., San Francisco, as its agency.

SUN OIL Co., Philadelphia, has placed its insecticide advertising through Stewart-Jordan Co., Philadelphia.

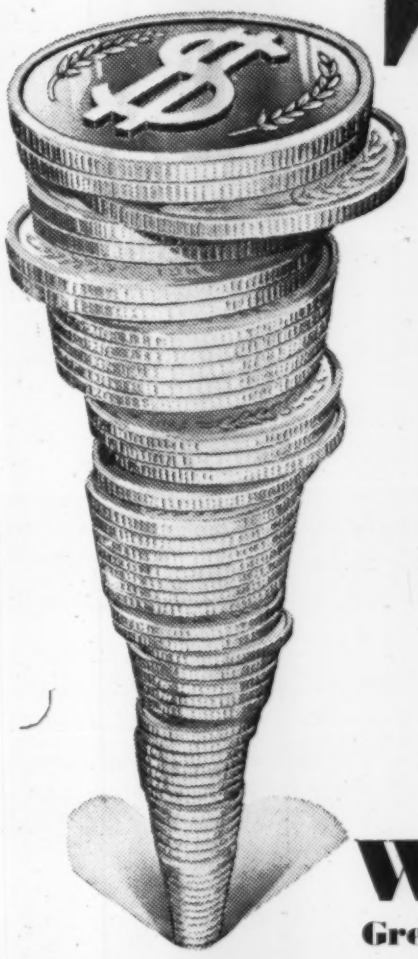
Wheaties Baseball

GENERAL MILLS Inc., Minneapolie (Wheaties) which last year sponsored all home games of the Newark team of the International League on WINS, New York, will expand its campaign this season and follow the team wherever it goes. Through Blackett-Sample-Hummert Inc., time has been reserved daily beginning at 2:45 p. m., and entire games will be described by Earl Harper. In most cases this will involve rather more than two hours broadcasting. The series begins April 17 and lasts until October.

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
4404 Stuart Bldg., Seattle, Washington
619 Charles Bldg., Denver

DOWN HERE IN SOUTH CAROLINA'S RICHEST MARKET

WFBC
"Greenville's Own Radio Station"



—and 22 Million Dollars . . .

Here is South Carolina's richest market—a people who spent $22,000,000.00 in 1933 for food, clothing, automobiles, homes, etc., . . . $4,000,000.00 more than was spent in the second best county in South Carolina . . . and listen to this, Mr. Food Manufacturer: the wholesale business for Greenville county for the same year amounted to 20% of the total spent in the entire state, Greenville's share being $32,505,000.00.

There are 656,992 people residing within fifty miles of WFBC's transmitter. 76% of them own radio sets and are loyal listeners to the "above the average" programs broadcast consistently from this station.

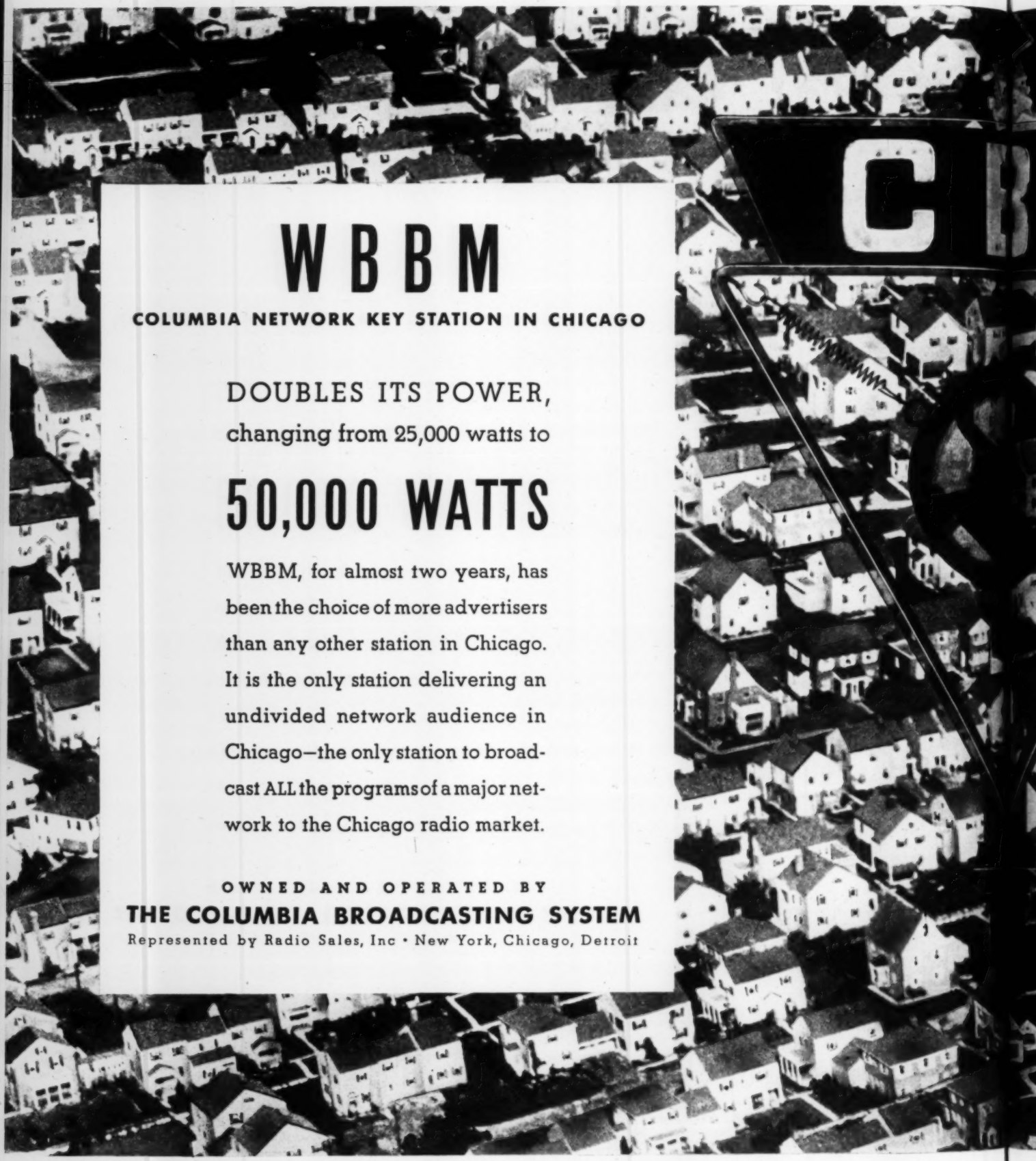
Radio advertisers are asked to investigate the rich possibilities that are here.

1,000 Watts—1300 Kilocycles—
(5,000 daytime authorized)
High Fidelity RCA Equipment

WFBC
Greenville, S. C.

Owned and operated by The Greenville News and Piedmont—the Leading Newspapers in South Carolina. Net Paid Circulation 45,000.

SERVING SOUTH CAROLINA'S RICHEST MARKET



WBBM

COLUMBIA NETWORK KEY STATION IN CHICAGO

DOUBLES ITS POWER,
changing from 25,000 watts to

50,000 WATTS

WBBM, for almost two years, has been the choice of more advertisers than any other station in Chicago. It is the only station delivering an undivided network audience in Chicago—the only station to broadcast ALL the programs of a major network to the Chicago radio market.

OWNED AND OPERATED BY
THE COLUMBIA BROADCASTING SYSTEM
Represented by Radio Sales, Inc • New York, Chicago, Detroit

KFAB
COLUMBIA NETWORK STATION IN OMAHA–LINCOLN
DOUBLES ITS POWER,
changing from 5,000 watts to
10,000 WATTS
KFAB is the only high-powered, cleared channel station in Nebraska. It serves a rich urban and rural market not only throughout the state but in Kansas and Iowa. The full schedule of major programs on the Columbia Basic Network, broadcast by KFAB, has carried it to undisputed first-place in popularity.
OWNED AND OPERATED BY THE
CENTRAL STATES BROADCASTING CO.
OMAHA and LINCOLN · National Representatives: Free & Sleininger, Inc · New York, Chicago, Detroit, Los Angeles, San Francisco

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by *National Advertising Records*, these being supplemental to the lists carried in previous issue of BROADCASTING.

Adlerika Co., St. Paul (Adlerika tablets)
Anacin Co., Chicago (Anacin tablets)
Angelus Campfire Co., Chicago (marshmallows)
Coco Cod Corp., Evanston, Ill. (cod liver oil)
Currier's Tablets Inc., Los Angeles (medical tablets)
Federal Enameling & Stamping Co., Pittsburgh
French Lick Springs Hotel Co., French Lick, Ind. (Pluto water)
Fruit Industries Ltd., New York (beverages)
Gardner Nursery Co., Osage, Iowa (shrubs)
E. L. Knowles Inc., Springfield, Mass. (Rubine)
Mickelberry's Food Prod. Co., Chicago (sausage)
Nu Enamel Corp., Chicago (paint)
Oshkosh Overall Co., Oshkosh, Wis.
Partola Products Co., Chicago (Partola)
Piso Co., Chicago (Piso)
Princess Pat Ltd., Chicago (cosmetics)
Sun Oil Co., Philadelphia.

RECORDINGS Inc., Hollywood, is installing new equipment and refinishing its quarters following a $10,000 fire April 3.

STANDARD RADIO ADVERTISING Co., Hollywood, reports signing the following stations for its new transcription program library service: WTMJ, Milwaukee; WXYZ, Detroit; WOOD-WASH, Grand Rapids, Mich.; WIBM, Jackson, Mich.; WFBM, Indianapolis; WMBD, Peoria, Ill.; KMOX, St. Louis; WCOL and WBNS, Columbus, O.; KFWB, Los Angeles; WTTF, Raleigh; KTAB, San Francisco; WTCN, Minneapolis; WNAC and WAAB, Boston; WEAN, Providence; WICC, Bridgeport, Conn.; WPAY, Portsmouth, O.; KGW and KEX, Portland, Ore.; WOC, Davenport, Ia.; KOMO, Seattle; KHQ, Spokane; KSO and KRNT, Des Moines; KGHL, Billings, Mont.; W9XBY, Kansas City; WAIM, Anderson, S. C.; WIBW, Topeka, Kan.; WIOD, Miami; KSL, Salt Lake City; WSUN, St. Petersburg, Fla.; WJTL, Atlanta; KLZ, Denver, and KTAR, Phoenix, Ariz.

A NEW 15-minute transcription series, *The Kilmer Family*, to be used three or five times weekly, has just been announced by the NBC transcription department. It is the story of a family that finds itself in the "twilight zone" financially. Merchandising tieups in keeping with the program are provided.

WALTER BIDDICK Co., Los Angeles, has taken over sales rights to *The Adventures of Sonny & Buddy*, a series of 100 quarter-hour discs produced by Park Edwards.

TRANSIGRAM SOUND Corp., organized late in 1934 in Hollywood to produce transcription programs, has gone out of business.

AT This STATION YOU are both JUDGE and JURY

WE know YOU know
REAL EVIDENCE

READ This CHALLENGE

On any periods proposed by KMBC for a specific program, the cost of a radio listener survey will be paid by This Station if KMBC does not show the largest Kansas City Audience.

FREE & SLEININGER, Inc., National Representatives
Consult Nearest Office

NEW YORK Phone Murray Hill 2-3030
CHICAGO Phone Franklin 6373
DETROIT Phone Madison 1423
LOS ANGELES Phone Richmond 6184
SAN FRANCISCO Phone Sutter 5415

KMBC
KANSAS CITY

Where Showmanship Excels

Adams Joins Agency

Mr. Adams

LENNEN & MITCHELL Inc., New York agency, has reorganized its radio department, with the appointment of John T. Adams to take charge of some activities, with Marion Parsonnet remaining responsible for program production. Adams was president of Federal Broadcasting Corp. during the first few months of its operation of WMCA, after it had been leased from the Flamm-Knickerbocker interests. He came into radio originally through the Judson Radio Program Corp. from the field of concert management. Recently he has been in Hollywood.

LYON VAN & STORAGE Co., Los Angeles, a state-wide organization, early in April launched its first radio campaign through the Charles H. Mayne Co., Los Angeles agency. Stations used include KHJ, Los Angeles; KFRC, San Francisco; KMJ, Fresno; KDB, Santa Barbara, and KGB, San Diego, all members of the Don Lee network. The sponsor uses a 15-minute transcription weekly with dramatizations of "moving stories from life" produced at the Hollywood plant of Radio Recorders Inc. Eugene J. Carman writes the scripts. Projected plans call for the possibility later of utilizing the same program in the Northwest through affiliated moving and storage companies in Washington and Oregon.

RIO GRANDE OIL Co., Los Angeles, following a test campaign, on April 1 renewed its 30-minute weekly police drama transcriptions, *Calling All Cars*, on KQW, San Jose, for 52 weeks. KQW was selected to supplement the Don Lee Network live talent weekly *Calling All Cars* program. Hixson-O'Donnell Inc., Los Angeles, handles the account.

M. A. KING Co., Somerville, Mass. (Statler Tissues) is producing a series of *Minute Dramas* for spotting throughout the country, with recording by Kasper-Gordon Studios, Boston, and placement through the David Malkiel Advertising Agency, Boston. Boston Celery Co., Boston, has also been signed for a series of *Minute Dramas* to be placed throughout New England.

BRISTOL-MEYERS Co., New York (Sal Hepatica, Ipana) has recorded five WBS transcriptions for Mexican stations, featuring Hollywood, Town Hall and studio atmosphere, with Spanish continuity.

Colorshine Programs

CHIEFTAN MFG. Co., Baltimore (Colorshine cleaner) on April 15 starts a series of 20 5-minute WBS transcriptions on 34 stations under the title *Do You Know?* Writers of best 25-word letters accompanied by flap of carton with name of station will receive waffle irons and similar prizes, one prize through each station. On the list of stations are WBZ, WBZA, WGY, WGR, WTAM, WJR, WMAQ, KSTP, WHO, WOR, WCAU, KDKA, WBAL, WRC, WRVA, WTAR, WBT, WSB, WCKY, WKBF, WSM, WMC, WAPI, WSMB, KMOX, KMBC, WKY, WFAA, KPRC, KOA, KJR, KGW, KGO, KFI. Van Sant, Dugdale & Co. Inc., Baltimore has the account.

AGENCIES AND REPRESENTATIVES

JOSEPH E. RICHARDS has joined the San Francisco office of Hixson-O'Donnell Inc., as account executive and will handle radio along with other accounts. Richards for more than eight years was advertising manager of William Cavalier & Co., San Francisco.

ROBERT H. JONES, advertising manager and public relations director of R. H. Macy & Co., New York, has resigned to join Lawrence Fertig & Co., New York agency.

ROD ARKELL, former publisher, radio commentator and author, has been named head of the radio department of William H. Rankin Co., New York.

CLYDE SCOTT, radio director of Dan B. Miner Co., Los Angeles agency, is recovering in Hollywood Hospital from an operation made necessary by injuries suffered a year ago. He is not expected back at his desk until June.

THOMAS K. NEELEY has resigned from the CBS Artists Bureau, and is producing programs for J. Stirling Getchell's radio department.

LORRY R. NORTHRUP, formerly with the Chicago offices of Batten, Barton, Durstine & Osborn Inc., and Erwin, Wasey & Co., has joined Charles Daniel Frey Co., Chicago, as vice president.

KENNETH RANDOLPH, formerly at WSMK, Dayton, O., has been named head of the radio department of White-Lowell Co. Inc., New York.

DOUGLAS D. CONNAH, for four years a member of the CBS publicity department and a graduate of the Columbia School of Journalism, has resigned to take a publicity position with Batten, Barton, Durstine & Osborn Inc., New York.

HARRY T. KERR, formerly with the NBC press department, has joined the radio publicity department of J. Walter Thompson Co., New York, as assistant to Calvin Swanson. He is a graduate of the Columbia School of Journalism.

ROBERT E. DWYER, formerly of the WLS commercial department, Chicago has joined the staff of the Wade Advertising Agency, Chicago.

FRED T. WEEKS, associate partner of Brewer & Weeks, San Francisco advertising agency, has recovered from a severe illness that confined him to his home.

BROOKE, SMITH & FRENCH Inc., Detroit, has opened an office in New York at 247 Park Ave. In charge is Carleton C. Provost, formerly with Joseph Katz Co.

FRANCIS W. GERHART, formerly with N. W. Ayer & Son Inc., has joined the radio department of the Blackman Co., New York.

GEORGE C. HOOPER, formerly with WCFL, Chicago, has been named head of the radio department of James H. Turner Adv. Agency, Chicago.

A. E. AVEYARD, with the Charles Daniel Co., Chicago, for several weeks, and formerly executive vice president of Lord & Thomas, has resigned.

KGMB, Honolulu, has established mainland offices in the California Hotel, San Francisco.

BETTER BUSINESS BUREAU, Los Angeles, with a weekly evening program on KHJ, Los Angeles, is releasing the program on KDB, Santa Barbara, and also sponsors weekly talks on KNX and KFWB, Hollywood, and KFI and KECA, Los Angeles.

U. P. and I. N. S. May Sell to Radio

(Continued from page 11)

there is sufficient revenue in radio and sufficient public interest in radio news, sponsored or sustaining, to warrant news broadcasting whether independently or in affiliation with the press.

Newspaper interests, in fact, have been greatly disturbed by the entrance of independent news organizations in the field, especially since the Hauptmann and gold clause fiascos proved radio's accuracy and speed in gathering its own news. More than that, with more than 100 newspapers already owning radio stations and scores of others eagerly striving to gain a foothold in radio, either by securing their own stations or affiliating with radio stations for news and promotional purposes, there has been considerable dissatisfaction in newspaper ranks over the present setup. The result has been that many newspaper-owned stations have been buying Transradio Press.

Mr. Moore's Viewpoint

MR. BAILLIE'S election as president of the U. P. on April 9 is not likely to cause any appreciable changes in the policies of that organization in regard to radio, and he will continue to serve as the U. P. representative and spokesman in the radio-press discussions. He succeeds Karl Bickel. Rumor has been rife for more than a year that Mr. Bickel and Roy Howard, head of the Scripps-Howard newspapers and chairman of the U. P., have been at odds over the policy U. P. should adopt on news broadcasting. It is said their differences have been settled and that Mr. Baillie and Mr. Howard are in substantial agreement also.

Herbert Moore, president of Transradio Press Service, said in an interview: "I believe that the press-radio agreement ought to be modified, in the interests of the public—either to give more frequent news broadcasts of five minutes duration, or to provide two broadcasts of 10 or 15 minutes each. Thirty minutes of news a day is a reasonable quota for stations.

"Such a modification would be in the interests of the public and of free competition. It should be made, if for no other reason, for the sake of the 28 stations owned or operated by the networks, which apparently are forbidden to buy Transradio.

"Such changes as have been made in the set-up of the Press-Radio Bureau have shown that there was room for improvement, and the interests that control it have established a precedent for improving when the demand existed. They can hardly deny that such a demand exists today."

Network Stations

SINCE the networks apparently have no intention of going back into the news gathering business which CBS conducted quite successfully until the press-radio "program" of early 1934 was formulated, and in view of their tentative agreement to continue to underwrite the operating costs of the Press-Radio Bureau, it is regarded as unlikely that their owned and managed stations will be permitted to buy U. P. or I. N. S. if and when those services are offered for sale to radio stations. On this matter, however, no official statement was forthcoming.

New York headquarters of the Press-Radio Bureau, headed by James A. Barrett, reports that 63 NBC stations and 66 on the CBS network are at present getting its two daily news periods and its transcendent flashes via the networks, presumably out of New York. In addition, W. R. Gordon, head of the Press-Radio Bureau in Los Angeles, reports that 60 stations of both networks are being fed by the Pacific division. There is some overlapping, however, in the lists furnished to BROADCASTING.

In addition, Press-Radio Bureau furnishes its service overhead to the following stations: WMCA, WINS, WHN and WNEW, New York; W1XBS, Waterbury, Conn.; WCBM, Baltimore; WLW, Cincinnati; WEEI, Boston; WGN, Chicago; WTMJ, Milwaukee; WBEN, Buffalo; WTCN, Minneapolis, and WRJN, Racine. Newspapers getting the service direct to incorporate in their own local news flash broadcasts over local stations are: *Columbus Dispatch, Elmira Star-Gazette, Rochester Democrat & Chronicle, Rochester Times-Union, Washington Post, Chicago Herald-Examiner, Peoria Journal-Transcript, Grand Rapids Herald, Waterbury Democrat* and *Olean* (N. Y.) *Times-Herald.*

Transradio Users

SOME of the Press-Radio Bureau subscribing stations also buy Transradio Press or get it for sponsor periods, including many that are newspaper-owned. Mr. Moore on April 8 released for the first time a partial list of the 159 clients which he states Transradio Press is now serving. The list includes the Yankee Network and its 11 stations and the Michigan Network and its eight stations in addition to the following:

WOR, Newark; WLS, Chicago; KNX, Los Angeles; KSTP, St. Paul; KWK, St. Louis; KMBC and WHB, Kansas City; WHO, Des Moines; WGR and WKBW, Buffalo; WJAS, Pittsburgh; WFBR, Baltimore; WDSU, New Orleans; KFPY, Spokane; KFEL, Denver; WFBM and WIRE, Indianapolis; WMBR, Jacksonville; WQAM, Miami; WJTL, Atlanta; WSGN and WAPI, Birmingham; KOY, Phoenix; WOW and KOIL, Omaha; WDAY, Fargo; WKBN, Youngstown; WJAY and WGAR, Cleveland; KJBS, San Francisco; WABY, Albany; WAVE, Louisville; WBNX, Springfield, Vt.; KGVO, Missoula, Mont.; KGGM, Albuquerque, N. M.; WCLO, Janesville, Wis.; KSO and KRNT, Des Moines; WMT, Cedar Rapids; KSD, St. Louis; WDEV, Waterbury, Vt.; KOIN, Portland; WRJN, Racine; KVOO, Tulsa; WBNS, Columbus, O.; WADC, Akron; WHIO, Dayton; WSPD, Toledo; KWKH, Shreveport, La.; KSOO, Sioux Falls, S. D.; WIP, Philadelphia; WIND, Gary, Ind.; WJJD, Chicago; WKBZ, Muskegon, Mich.; KSL, Salt Lake City; WIS, Columbia, S. C.; WSOC, Charlotte, N. C.; WDAG, Amarillo, Tex.; KGFI, Corpus Christi, Tex.; WIBA, Madison; KDFN, Casper, Wyo., and KARK, Little Rock, Ark.

Of these the following are owned by or corporately affiliated with newspapers: WLS, *The Prairie Farmer* (weekly); WCLO, *Janesville Gazette;* WMT, KSO and KRNT, *Des Moines Register & Tribune;* KSD, *St. Louis Post-Dispatch;* WDEV, *Waterbury Record* (weekly); KOIN, *Portland Oregon Journal;* WRJN, *Racine Journal-Times;* WBNS, *Columbus Dispatch* and *Ohio State Journal;* WHIO, *Dayton Daily News;* KSL, *Salt Lake Tribune;* WIBA, *Madison Capital Times* and *Wisconsin State Journal,* and KARK, *Arkansas Farmer* (weekly).

Newspaper Account

THROUGH Commercial Radio Service, New York program service, one of New York's Italian language newspapers, the *Corriere d'America,* has contracted for an hour-long program seven days a week on WINS, New York, with the idea of selling linage and time on a combination rate basis to its advertisers. Beginning April 15 the shows will go on from 7:45 to 8:45 p. m., with constantly changing talent. They will be entirely in English, with the exception of a 100-word announcement in Italian. For the winner of a contest to select a title for the show, there will be a trip to Italy aboard the liner *Rex.*

Film Gossip Disc Series Recorded for 30 Stations

MARION R. GRAY Co., Los Angeles (Grayco shirts and cravats) has started A Motion Picture Column of the Air on a 90-day basis, one evening quarter-hour program weekly on KHJ, Los Angeles. The programs of film gossip are being transcribed at Recordings Inc., and will be released to 30 stations all over the country.

Handling the account is Lockwood-Shackelford Co., Los Angeles, but the transcription series is placed directly by Louis Creveling, advertising manager for the Gray Co., in collaboration with Don Dana, who is writing and directing the series.

WBNX

MARKS THE SPOT

BROADCASTING CENTER

With a program ratio based on population characteristics, WBNX announcements "hit the spot" because its programs appeal to the entire metropolitan character of the New York market!

WBNX • New York

KWK

Hits the Ball!

69%

INCREASE IN CONTRACTS THE FIRST THREE MONTHS OF 1935 OVER 1934

HOTEL CHASE ST. LOUIS, MO.

Representatives

JOHN BLAIR & COMPANY

New York, Chicago, Detroit, San Francisco

WELL, HE SAID HE HEARD US, ANYWAY!

The other day, a radio fan wrote that he had heard us in the Philippines. Well, maybe so . . . But even if he *did*, our advertisers weren't paying for him. No sir!—our rates are based *only* on the 925,717 people who live in our primary day-time coverage area. The scattered millions outside our real market cost you not one penny. That's the "bonus" you get when you use our station . . . N. B. C.

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

STUDIO NOTES

LISTENERS are to guess names of persons being imitated on the *Million Dollar Smiles* program which started April 1 from KHJ, Los Angeles to the Don Lee-CBS network for Strasska Laboratories, Los Angeles (toothpaste). Ten thousand dollars in prizes will be awarded. Hillman-Shane Adv. Agency Inc., Los Angeles, handles the account.

TESTING an article not otherwise advertised, and kept under the counter so customers had to ask for it, the new Lincoln Store, Syracuse, N. Y., was so pleased with the response that it is using five-minute spots six days a week on WFBL, Syracuse. The program *Shopping Quotations* gives values in various departments each day, with prices quoted.

"COURT" sessions are being broadcast from the studios of WMCA, New York, Sunday evenings, with lay judges helping to solve the human problems of members of the audience who come before them. Their identities are kept secret. The series was started March 31, under the title *Good-Will Court*, with former Police Commissioner John F. O'Ryan and other notables participating. A. L. Alexander, chief announcer of WMCA, is in charge.

THE OFFICIAL opening and housewarming of the new downtown remote control studios of WTOC, Savannah, in the Hotel Savannah, was celebrated on April 1. The main studios are atop the Hotel De Soto.

GENERAL MOTORS Corp., Detroit, broadcast an *American Music Festival* in its regular Sunday symphony programs on an NBC-WJZ network April 7 and 14, featuring works of American composers.

2,000th Broadcast

RADIO'S oldest regular daytime sustaining show on a network, the NBC *National Farm and Home Hour*, on April 8 celebrated its 2,000th broadcast with a historical program reviewing the development of farm broadcasting. Walter Blaufuss' 24-piece orchestra played with a flashback to Harry Kogen's 5-piece orchestra first used on the program, three members of which are still playing. Speakers were Secretary of Agriculture Wallace, M. H. Aylesworth, NBC president, and Frank Mullen, former director of the hour and now with RCA. William E. Drips, Mr. Mullen's successor, arranged the program.

SATISFIED that the radio audience likes its policy of featuring classical music, almost to the exclusion of the dance variety, KECA, Los Angeles, will continue this type of entertainment. Glenn Dolberg, program manager states that a survey of audience preference showed pronounced approval of the policy. Popular music is heard only between 7-11 a. m.

A RADIO community songfest staged in an auditorium Sunday afternoons by WMBH, Joplin, Mo. is attracting wide interest and listeners come a hundred miles or more to take part and meet WMBH artists.

ALL SORTS of home problems are covered by *Home Makers Time*, over KJR, Seattle, and Ball Brothers, Muncie, Ind. (fruit jars) and A. F. Ghiglione & Sons Inc., Seattle (macaroni) consider the program "a highly beneficial medium for increasing consumer demand and dealer satisfaction."

GEORGIA-ALABAMA Business College is using 26 periods on WMAZ, Macon, Ga., to introduce graduates to prospective employers. The commercial announcement consists of a message dictated to a young lady, who reads it back, then types it and submits for correction before the end of the broadcast.

NBC is broadcasting on the WEAF network thrice weekly *Grandpa Burton*, one-man show written and acted by Bill Baar on WENR, Chicago. The program now originates in New York. Baar was on the air from Chicago for four years and he takes as many as nine parts in a single broadcast.

DIRECTORS of dance bands on KHJ, Los Angeles, and staff conductors, will direct music for the station, which does not plan to appoint a successor to Raymond Paige, who resigned recently as music director.

AGAINST a record fan mail of 296,162 letters during January and February of 1934, WSM, Nashville, reveals a new high for the same months of this year when it received 342,268 pieces of fan mail.

SOME of the talent which appeared on WKRC, Cincinnati, when it first opened took part in the station's tenth anniversary program April 5.

THE A. & I. Normal Glee Club of Nashville, Negro choral group, started a series of weekly programs over CBS April 13 under the title *Song Time in Tennessee*.

OCCUPATIONAL interviews are being broadcast by WBOW, Terre Haute, Ind., under the title *The Airware Special Interview*. The feature is daily and local persons are brought to the studio, after being given a 24-hour notice, and questioned about their work.

NANCY GREY, woman commentator of WTMJ, Milwaukee, is taking a six-week European trip in search of new program material. She is to start a participation program after her return which will be returned to six advertisers, none of whom may sign for less than three times a week. She will give individual service to each advertiser and cooperate with store buyers, providing an air-fashion magazine featuring an ensemble service telling the listener what to wear, and when. Sponsors are to maintain displays of radio advertised merchandise, always in the same place in each store.

STILLE & DUHLMEIER Co., Cincinnati furniture maker and retailer, is sponsoring the new daily *Man on the Street* program of WCKY, Cincinnati, announced by Sydney Ten Eyck.

WBT, Charlotte, N. C., celebrated its 14th anniversary April 7, and was saluted over the CBS network during a program featuring Fray and Braggiotti.

WITH Dallas the heart of the Texas 1936 Centennial Celebration, WFAA, Dallas, is including in its signature "Dallas, Texas Centennial Exposition Center".

EXCLUSIVE to KPRC, Houston, Tex., is *Flashes From the Oil Fields*, a daily feature which is popular over the Gulf Coast oil region. News given on the program includes a discussion of discoveries and developments.

MAJOR league baseball will be presented for the first time on the Pacific Coast, except for World's Series, by KNX, Hollywood, which will receive accounts of the games by direct wire and recreate them in tabloid play-by-play form.

THE ELEVENTH anniversary of the *WLS National Barn Dance* was celebrated April 13. Since April 12, 1924, when the first barn dance was broadcast from the station's old studios in Chicago's Sherman Hotel, not a single Saturday has passed without one of these programs. For more than three years the program has been broadcast from the Eighth Street Theatre, during which time more than 350,000 persons have witnessed the production.

CHANGING its daily program giving passers-by a chance to voice their views through a sidewalk microphone, WTMJ, Milwaukee, now divides the series between the sidewalk and the studio, devoting the studio programs to reading of letters from listeners.

IN ITS *Good Egg Club* series on KFWB, Hollywood, the Southern California Poultyrmen's Cooperative Association is inviting juvenile listeners to participate in an egg hunt Easter morning on vacant lots. There will be 150 prizes and 3,000 colored eggs for youngsters to obtain.

TROUBLES of a love-sick couple are aired by Kay's Department Store, Los Angeles, in cooperation with Philco radio distributors, in a program which started April 7 on KMPC, Beverly Hills. During the program the spooners stop now and then to tune in their Philco auto radio.

IN THE final joint *Round-up* program of WFAA-WBAP, Dallas-Fort Worth, a fiddle band in Fort Worth joined one in Dallas, 30 miles away, in playing the same number. Directors of the orchestras synchronized by wearing earphones connected by telephone.

BLACK & WHITE CAB Co., Long Beach, Cal., in its *Police Headlines* started recently on KFOX, Long Beach, thrice weekly, launched the series by sending post cards to everyone listed in city and telephone directories. The closing announcement offers a card to listeners which entitles them to reduced rates and invites them to a weekly dance given employes. The opening commercial calls attention to the fact that all the sponsors' cabs are radio equipped and the program can be heard en route.

WHAT?

No Bonded Indebtedness in

NEBRASKA?

No, sir! NOT ONE RED CENT!

Nebraska is one state where a bonded indebtedness is forbidden by law!

Besides, Nebraska has no state income tax—no general sales tax. In fact, it has one of the lowest per capita taxes of any state in the Union.

At the same time, the per capita wealth ($4,004) is one of the 6 highest among all the states.

GET YOUR SHARE

Favored as are few other states, Nebraska is a fertile field for the advertiser. And Spot Radio Advertising has proved to be one of the most effective mediums.

If you are interested in NEBRASKA—or in RESULTS—get the exceptional story of Spot-Radio-Advertising-in-Nebraska. Write to the association office, or any individual station.

MISSOURI VALLEY BROADCASTING ASSN.
Omaha, Nebraska

WOW Omaha, Nebr.	KOIL Omaha, Nebr. and Co. Bluffs, Ia.	KFAB Omaha, Nebr. and Lincoln, Nebr.
KFOR Lincoln, Nebr.	WJAG Norfolk, Nebr.	KGBZ York, Nebr.
KMMJ Clay Center, Nebr		KGNF North Platte, Nebr.

Retailers' Manual Offers Guidance in Use of Broadcasts

Spaeth Survey Reviews Methods Of Successful Campaigns

HOW the retailer, notably the department store, can use radio effectively as an advertising medium, is shown in a comprehensive survey conducted by Frank W. Spaeth, manager of the sales promotion division of the National Retail Dry Goods Association, which has just been published for the benefit of members of the association. The volume, titled *Radio Broadcasting Manual for Retailers*, is based on the survey which had its inception five years ago, and it contains numerous case histories of department store programs that have yielded results.

The manual itself supplements the analysis of the use of radio by retail establishments produced more than a year ago by W. C. Roux, now advertising manager of NBC, which was based largely on articles which had been published in BROADCASTING, telling of successes attained in such radio merchandising. Like the Roux analysis, the manual quotes liberally from the many articles published in BROADCASTING.

Charting a Course

IN 11 CHAPTERS, the manual chronologically charts the course which should be pursued by the retailer in his use of radio. The chapters are: Radio as a Publicity Medium; The Retail Store and Broadcast Advertising; Relative Popularity of Programs; Selection of Station, Announcer, Hours; What Merchandise to Feature; Use of Music in Retail Programs; Other Program Problems; The Budget and Results; Radio Promotional Ideas; A Resumé of Retailers' Experiences and A Glimpse into the Future. The appendices cover typical continuities and a bibliography of publications and studies which relate to retail advertising over the air.

The manual was prepared to answer the many questions raised by department stores respecting the use of radio as an advertising medium and is designed to give to the promotion executives of such organizations all necessary data in planning and arranging a productive radio campaign.

"Fundamentally," says Mr. Spaeth, in approaching the results of his survey, "the radio as a selling medium should achieve the same ends for advertisers whether they be national or local. We hear the alibi — 'Radio broadcasting is all right for the national advertiser. He has only one product—one name to sell. The department store has thousands of items to sell'. True, but on the same theory of 'selling the store' — selling its name, building it up as a meaningful entity in the community, just as much as the national advertiser on a nation-wide scale. In that respect, there is absolutely no difference."

In the Future

DELVING into what the future may hold for retail advertising via the air, the manual quotes Walter J. Neff, commercial manager of WOR, Newark. The day when the average citizen will carry with him his own individual set; when synchronized operation of broadcasting stations will find the "mother" station feeding its programs to "boosters" throughout the country, and when facsimile transmission will be commercially feasible, was mentioned. As to facsimile, Mr. Neff writes:

"You can readily see the possibilities of the application of this principle to your own advertising requirements. Imagine the millions of radio-equipped homes in this country, awakening each morning to find not only the last-minute news of the world, but the last-minute style information, and of extreme importance to the housewife, price information on commodities. And all this, mind you, is without the limitation of not being able to see the exact item to which you are referred."

The manual is an 80-page volume, and can be procured from NRDGA headquarters, 225 West 34th St., New York, for $2.50 per copy. The price to NRDGA members is $1.50.

Snug-Fit Campaign

SNUG-FIT CO., Los Angeles (paste for false teeth) in March launched a 30-day spot campaign over KNX, Hollywood, through Campbell-Kellogg Co., Los Angeles. It is the firm's first radio activity. Contemplated plans outline a summer campaign in 11 western states, with other media also to be used.

Good Response Received To Plans for National Announcers Association

GRATIFYING response to the proposal for the formation of a national organization for the betterment of the announcing profession, through exchange of ideas, has been received since this plan first was broached two months ago, according to a report received from Verl Bratton, chief announcer of WREN, Lawrence, Kan., who conceived the plan. In a letter received April 3, Mr. Bratton said:

"The March 1 issue of BROADCASTING carried a note of reference to the proposed association, for which I wish to give my sincere thanks. Response to my suggestion has been national, and, judging by the letters received, it is immediately apparent that the majority of the response was a direct result of the brief note which appeared in BROADCASTING.

"As I received responses from station managers as well as announcers, I am convinced that such an association as I proposed (not a union) meets with general approval as an asset to all stations as well as to we announcers. There are still a great many stations and announcers from whom I have not heard, and I hope to hear their opinions on the proposed association before the rest of us take definite steps to organize. I am sure I speak the sentiment of all concerned when I say that any further assistance in our endeavor we may receive from BROADCASTING will be more than greatly appreciated."

2500 Watts Daytime
WDRC
1000 Watts Nights

Here's an Audience With Money to Spend

Within a 30 mile radius of Hartford, there is a potential market of OVER A MILLION people . . . a community where 91% of the homes have radios . . . where retail sales are approximately $750,000,000.

WDRC is doing a real sales job for advertisers who buy only RESULTS. You'll be in good company . . . write for available time.

The Advertising Test Station
In the Advertising Test City
Hartford, Connecticut

◆ Basic Network Station of the Columbia Broadcasting System ◆

EXCUSE US, PLEASE!

We're too Blamed Busy to Write an Ad This Time!

•

Business Is Swell!

•

SEE . . .
JOHN KETTLEWELL
IN CHICAGO
PALMOLIVE BLDG.

OR . . .
JOE McGILLVRA
IN NEW YORK
485 MADISON AVENUE

For coverage that really COVERS Eastern Ohio, Western Pennsylvania and West Virginia

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

West Virginia Broadcasting Corp.
Hawley Building
WHEELING, W. VA

CBS Not to Renew Its Lease on WPG

ALLOWING its renewal option to expire, CBS will cease its operation of WPG, Atlantic City, effective June 30, when the station will revert to the municipality after having been leased for five years to the network. CBS had until April 30 to decide whether it would exercise its option to renew, but has notified Mayor Bacharach that it had decided to forego it.

Assigned to the 1100 kc. clear channel, WPG, because of its resort location, was not in great demand by network or national spot advertisers. It was estimated, unofficially, that CBS stood to lose about $50,000 this year under the lease, and it was stated that the station never has made money under CBS operation. Edwin M. Spence, for more than a decade manager of the station, resigned that post about two months ago to take over the general management of WBAL, Baltimore.

Whether the city will take over active operation of the station or dispose of it to some other lessee, could not be ascertained. A number of proposals have been submitted, it was asserted. WPG is involved in the so-called Paulist Fathers case, now pending before the FCC. Under the multi-station shift, proposed by WLWL, New York, which now uses the equivalent of two days per week on the WPG wave, the latter station would acquire full-time operation on the same channel, while the Catholic station would be given full-time on 800 kc.

California Legislation Makes Sponsors Liable

CALIFORNIA Assembly Bill 188, now before the Legislature in Sacramento, which would hold an individual radio station responsible for all statements made on the air by an advertiser, has been amended so that blame would be wholly with the sponsor. Pacific Coast broadcasters opposed the bill in its original form, claiming that it was discriminatory inasmuch as such legislation was aimed directly at radio and did not cover newspapers.

Representatives of the Northern California Broadcasters' Association, on April 2 appeared at the committee hearing in Sacramento opposing the bill, which was then amended by its author, Assemblyman James J. Boyle, Los Angeles. Guy Earl, president of KNX, Hollywood, and Ben McGlashan, owner of KGFJ, Los Angeles, represented Southern California stations at the hearing.

New Dessert Campaign

WITH two periods on the CBS key station in New York and one on a 15-station CBS network, H. C. Brill Inc., New York (E-Zee Freez dessert) on April 25 starts a new radio campaign, taking the 10-minute periods after news flashes on WABC along Tuesdays, 10:05-10:15 p. m., and on the network Thursdays at the same time. The song trio *Jimmie, June & Jack* will be featured. Account is handled by Donohue & Co. Inc., New York.

Socony Campaign Strikes Code Snag

Local Rates Held Not to Apply On Discs for Middle West

EFFORTS of the Socony-Vacuum Oil Co. Inc., New York, to place a campaign of 26 quarter-hour transcriptions on more than a dozen stations in the Middle West at local rather than national rates, were checked by James W. Baldwin, executive officer of the Code Authority for the radio broadcasting industry April 8 on the ground that it would violate the trade practice provisions of the industry code.

Mr. Baldwin, upon being notified of the negotiations, declared that the national, rather than the retail rate, must obtain in the placement of such an account, irrespective of whether the contract actually was signed by the local distributor or dealers. The account itself, he said, is interpreted under the code regulations as a national advertiser and therefore must pay the national rate in cases where stations have a dual rate structure.

Violation Claimed

IN A TELEGRAM to Roy B. Dill, of the Lu Brite Division of the Socony-Vacuum Oil Co., New York, sent April 8, Mr. Baldwin said:

"This office informed you have telegraphed several radio stations for purpose of arranging 26 15-minute electrical transcriptions to run twice weekly at lowest local rate. This is to inform you that in all cases where the station has both a retail and national rate your account can only be considered national and that acceptance of your account by such stations at local rates will be in violation of the provisions contained in article seven section one paragraph A of the Code of Fair Competition for radio broadcasting industry. Advise."

On the same day, Mr. Baldwin received the following reply from Mr. Dill:

"Retel April 8 all business placed for our account will be national rate, however we have planned on encouraging certain distributors and dealers to cooperate on radio shows in points where we would not normally use the radio stop Distributors usually expect their suppliers to attend to most of the details which is our reason for securing as much information as possible before outlining the plan to them stop It then becomes optional with the distributors or dealers at such points whether they buy time on that basis stop Under the circumstances we cannot see where this would be a code violation stop Advise."

Mr. Baldwin then informed Mr. Dill that the matter was being taken up directly with the stations. He reiterated his view that since Socony is a national account, the business must be placed at the national, rather than the local rate.

92 CBS Stations Booked For A.T.&T. Anniversary

AMERICAN TELEPHONE & TELEGRAPH Co., New York, has engaged a hookup of 92 CBS stations for one hour on Sunday, April 28, to sponsor a broadcast celebrating the 50th anniversary of its founding. The program will be heard from 7 to 8 p. m. (EDST) with switchovers and pick-ups from four different parts of the country. The special program is being handled by Batten, Barton, Durstine & Osborn Inc., New York.

Ted Husing will be master of ceremonies, in one portion of the broadcast speaking via long distance with telephone officials at San Diego, Eastport, Me., Bellingham, Wash., Key West, Fla., and Smith Center, Kan. to depict the nation-wide service of the A. T. & T. In another portion Husing and prominent personalities will engage in a "conference service conversation" by telephone.

Andre Kostelanetz orchestra and chorus, Edwin C. Hill and Channing Pollock, playwright, will present dramatic portrayals, and Walter C. Gifford, A. T. & T. president, will discuss the company's policies and service.

Exposition on Radio

THE CALIFORNIA Pacific International Exposition, to be held at San Diego May 29-Nov. 11 will get radio advertising through exhibitor sponsorship. In addition, NBC plans to "cover" the exposition between now and its opening and through the summer months, says Don E. Gilman, vice president in charge of coast activities. A series of programs created around the Federal Housing Administration exhibit at the fair will be given on a regular schedule while the fair is open.

WELCOME NAB

to

The BROADMOOR

Colorado Springs, Colo.

Headquarters

13th Annual Convention

July 6-10 inc.

Rates: $9.00 single, $14.00 double

-- American Plan --

Rooms By Reservation Only

TWO markets at the price of ONE

Transmitter located midway between Seattle and Tacoma.

1000 watts 570 kc

Pioneer CBS Station in the Pacific Northwest

Food and Drug Bill Detoured

(*Continued from page 14*)

vertising. He said the current law, nearly 30 years old, does not cover control of false advertising or regulate advertising of food products except insofar as the Trade Commission is charged with it. He called advertising a mere extension of the label, and maintained, in spite of the consistent attack of opponents, that the Food & Drug Administration should be charged with that function. He contended that the majority of the reputable advertising groups favored the bill and that the only newspaper group asking transfer to the Trade Commission was the American Newspaper Publishers Association, which he asserted represented only 400 newspapers.

Definitions Changed

DURING the April 2 debate, the Senate adopted a revised definition of the term "advertisement", which appeared to meet the testimony of many witnesses that the original definition was too broad. The words "to the public" were inserted, so that the provision read:

The term "advertisement" includes all representations of fact or opinion disseminated to the public in any manner or by any means other than by labeling.

Numerous other changes in definition of terms in the bill, similarly designed to comply with suggestions made during the hearings on the measure, also were proposed and adopted. There was also a change in the definition of "false advertisement", by striking out the phrase "in every particular", and by insertion of the phrase "and reliable" after the word substantial, so as to read:

An advertisement of a food, drug or cosmetic shall be deemed to be false if it is false or misleading in any particular relevant to the purposes of this act regarding such food, drug or cosmetic. Any representation concerning any effect of a drug shall be deemed to be false under this paragraph if such representation is not sustained by demonstrable scientific facts or substantial and reliable medical opinion.

On the third day, Senator Bailey delivered his impassioned speech in opposition to the measure. Among other things, he said:

"I do not think the President of the United States would tolerate for a moment a piece of legislation that described crutches as 'drugs' and advertising as 'adulteration', carrying the English language and the law very far. * * *

To Help Farmer

"I CAN reconcile myself in some sort of way to a law that defines a crutch as a drug, and advertising as adulteration, but I have the very greatest difficulty in comprehending how the Department of the Agriculture of the United States would ever get jurisdiction over drugs, medicine, advertising and cosmetics. I understand the Department of Agriculture was created for the purpose of fostering agriculture in the United States and not for the purpose of governing advertising in the United States. It is inconceivable to me that it should take charge of medicine and of cosmetics and of advertising. * * *

"The old law was confined to the label and the circular included in the package. The measure before us includes legislation of a very strict and comprehensive character relating not only to the label and to the circular, but to advertising; and the advertising includes not only the newspaper advertising, but also the radio and the billboard and all other forms of advertising. We propose to cast all of that into the hands of a bureau which will never again be responsible to us, and which, if it follows the example of some bureaus here, will seek not to be responsible to the Supreme Court of the United States in the matter of rights of our constituents."

Refering particularly to that provision of the bill which he said provided for a "supervisor of advertising", Senator Bailey said the bill would repose in him supreme judgment over the right to seize the goods of an American citizen. Senator Bailey contended: "He says the advertising makes an adulteration that is injurious to health; I am selling my goods in 48 states; he seizes them in 40 states, and, even though I go into court a thousand times and prove he is wrong, my business is gone, for a man cannot be universally disgraced by his government and hope to recover in a lawsuit."

Rights of the People

DISCUSSING his amendment, which subsequently was adopted and resulted in the shelving of the bill, Senator Bailey said it would take the advertised article on the basis of the false advertisement "and put it where it belongs, under misbranding, and then would permit one seizure. There is a vast difference between destroying an injurious poison or product, and a proper action to take charge and proceed in a considerate way protective of the rights of the people under the misbranding act."

It was on the fourth day of the debate that Senator Long raised the radio discrimination point and had it eliminated. He asked that the words "other than by radio broadcast" be eliminated from the following provision:

"No retail dealer shall be prosecuted under this section for the dissemination in good faith, other than by radio broadcast, of any advertisement offering for sale at his place of business any article which he does not distribute or sell in interstate commerce."

Senator Long called this "unfair discrimination" and added there was no basis to support it. "I have been able to make myself heard over the radio when the newspapers would not let me be heard," Senator Long asserted, "and I am somewhat of the opinion that there is no reason to discriminate." After some discussion, Senator Copeland agreed to the amendment.

On April 5, the conflict between Senator Copeland and Senators Bailey and Clark became personal and the remarks savage. Senator Clark spoke of "jokers" in the bill, and the author talked of the "lobbying" of patent medicine manufacturers to defeat it. The Missouri Senator charged that the Department of Agriculture had spent a quarter of a million dollars of public funds "for propaganda in support of the bill" and covered up "by calling them inspection trips" as its men went around and addressed women's clubs and other organizations.

On April 8, after Senator Bailey's amendments on multiple seizures and advertising had been adopted, Senator Clark made the motion to recommit the bill. In the ensuing debate, Senator Copeland said he would prefer to have the measure returned to the calendar, "because if there are amendments desired which could be worked out during the next week or two, there might be ultimate agreement. We have spent all of last week—the entire week—and today of this week, discussing amendments to this bill. If the bill shall be recommitted everything we have done here so far will have been wasted." This action finally was taken on motion of the majority leader, Senator Robinson, of Arkansas.

"Gypsies" Guest Policy

ONE of radio's oldest features, the *A. & P. Gypsies*, entering its twelfth year on the air with a new 12-month contract for the 9-9:30 p. m. period Mondays on the NBC-WEAF Network with its April 8 show embarked on a new policy of presenting guest stars with Harry Horlick's Orchestra. Frank Parker will continue on all programs as "The Gypsy Tenor", but such performers as Conrad Thibault, Phil Baker, Molasses 'n' January, Jack and Loretta Clemens and Mary Small are to be guests. Paris & Peart, New York, handles the A. & P. radio account.

UNIVERSITY COLLEGE, downtown division of the University of Southern California, Los Angeles, early in April started a course in television.

CAVALIER!

• Balmy weather and things to do make Spring the ideal vacation time here.

• Golf on two famous courses adjacent to the Hotel. Excellent stables and miles of rambling bridle paths. Indoor salt water pool. Trap shooting. Real "Old Virginia" cooking.

• Easily accessible by motor, train or boat. Booklet upon request.

N. Y. Booking Office
500 Fifth Avenue
Lackawanna 4-7111

Sidney Banks, Mng. Dir.

THE CAVALIER HOTEL
VIRGINIA BEACH
VIRGINIA

For Sale: Baseball Scores

"Every Hour on the Hour"

At 2 p. m., 3 p. m., 4 p. m., 5 p. m. and 6 p. m., WHB interrupts its musical program schedules to give up to the-minute scores by innings in the American League, National League and American Ass'n.

This idea of broadcasting baseball scores "every hour on the hour" was originated in the Showmanship Shops of WHB... is copyrighted by us... and exclusive with WHB in Kansas City. No station here broadcasts complete games throughout the season. WHB's reports are thus the finest baseball service heard in the Kansas City area!

With a 50-word commercial announcement in connection ***with each broadcast***, the WHB "every hour on the hour" baseball service is offered for $600 a month. Five broadcasts daily, every day of the month, for $20 a day. Wire or write for option.

WHB

FACT BOOK • FREE!

64-pages of pictures, people, programs, popularity polls. If you're spending money for radio advertising in the Kansas City area, you owe it to yourself to read a copy. SENT FREE ON REQUEST. Shows why WHB delivers the "most listeners per dollar" of advertising expenditure.

DON DAVIS, President JOHN T. SCHILLING, General Manager

KANSAS CITY'S
DOMINANT DAYTIME STATION

THIS MONTH!

These Nationally Known Grocery Products on Parade Over Alabama's Most Powerful Station

WAPI

Armour
Borden Milk
Briggs Tobacco
Congress Cigar
Chase & Sanborn
Coca Cola
Colorshine
Curtiss Candy
Eagle Milk
Fleischmann Yeast
Half & Half Tobacco
Heinz
Jello
Lucky Strike
Maxwell House
Phillip Morris
Nucoa
National Biscuit
Oxydol
Palmolive
Swift
Super Suds
Tea Berry Gum
Tender Leaf Tea

BASCOM HOPSON, *President*

"THE VOICE OF ALABAMA"
WAPI BROADCASTING CORPORATION BIRMINGHAM ALABAMA
5000 WATTS N.B.C. NETWORK

Supreme Court Upholds Dental Advertising Ban

THE RIGHT of states, on grounds of "professional ethics", to prohibit dentists and presumably other professional groups from advertising their services, was upheld by the U. S. Supreme Court in a decision April 1 delivered by Chief Justice Hughes. The ruling was on the appeal of Dr. Harry Semler, dentist of Portland, Ore., from the 1933 state law banning such advertising. The highest court held that the issue was whether the law was an "arbitrary interference with liberty and property." Deciding in the negative, the court said the state had the right to protect the public against actions which "tend to demoralize the profession."

In effect, the court upheld the rights of all states to make such laws as they desire to regulate professional ethics. The decision does not place any restriction on such advertising in states which do not have laws of this character, but it does automatically validate laws similar to the Oregon statute which may be invoked in other states. As a result of this opinion, it is considered likely that dental and medical associations will campaign to have similar state laws enacted.

GREAT BRITAIN increased its radio set licenses by more than 800,000 during the last year to a total of 6,780,570 as of Jan. 1, 1935. Its revenues, at 10 shillings per set, amounted to $16,544,590, part of which goes to support the BBC and part to the government.

Yankee Network Offices And Studios Centralized In Remodeled Quarters

MR. SHEPARD

CENTRALIZING all of its studio and executive office activities in one building, the Yankee Network now is established in its new headquarters at 21 Brookline Ave., Boston, following large scale alterations and redecorations representing an outlay of approximately $25,000.

In addition to the studios, located on the first floor of the building, John Shepard, 3d, president of the Yankee Network, also has taken over the second floor of the hotel building and remodeled it for executive offices, audition rooms and general offices. A new entrance to the Yankee Network headquarters, framed in carved sandstone and red brick, also has been constructed. The building also houses the studios and offices of WNAC and WAAB, Yankee Network key stations in Boston.

Studios have been altered and will be provided with an air conditioning system. Floors, except in the executive offices, are covered with specially designed block rubber mosaic, and ceilings are echo-proofed with a sound absorbing material. The entire job of rebuilding, furnishing and decorating was under the personal supervision of Mr. Shepard. The early American motif was carried out in the entire decorative scheme.

Wasey Products Contest Gives Washington Trips

FIFTY boys will win all-expense trips to Washington this summer in a contest being conducted through Edwin C. Hill's *Human Side of the News* broadcasts on CBS for Wasey Products Inc. (Barbasol, Bost, Kreml hair tonic and Kreml shampoo). Winners will be those who send in the greatest number of cartons from these products. Consolation prizes, consisting of Univex cameras, will be given to entrants sending in ten cartons, to comprise four from Bost, four Barbasol and two Kreml. Five zones have been marked off for the contest, on the basis of the number of radio families they contain, and a specified number of prizes will go to each zone. Erwin, Wasey & Co., New York, is the agency.

W. M. ELLSWORTH
Radio Talent and Entertainment
Manager of many high class radio artists and acts available for employment.
Scouts talent for stations and advertisers.
Can fill any order—
No charge for services
Suite 1503, Mather Tower, Chicago, Ill.

NAB Acts to Stop Epidemic of Taxes

Radio Subject Only to Federal Control, Brief Points Out

A CAMPAIGN against the current epidemic of state and municipal proposals for taxing gross revenues of broadcasting stations, or for the assessment of license fees, has been launched by the NAB, which on April 4 released a brief citing numerous legal precedents to show that broadcasting, as an instrumentality of interstate commerce, is subject only to Federal rule.

On the same day, the appeal of Oglethorpe University, former licensee of WJTL, Atlanta, from the city ordinance imposing an annual tax of $300 on the station, was voluntarily dismissed in the U. S. Supreme Court. On March 11, the nation's highest tribunal had granted the petition for review. The decision to withdraw the appeal was reached apparently on the ground that it was not the ideal test case because of the peculiar set of facts. The University has contended that the tax was imposed on interstate commerce and therefore was illegal.

Interstate Aspect

IN THE NAB brief, drafted because some 30 different state and municipal measures for taxing of radio are pending, it was brought out that Federal regulation of broadcasting is based on the assumption that radio communication is a form of interstate commerce. This assumption, it was held, has been maintained consistently by the courts. For example, the brief pointed out that no one may claim the right to operate any sort of an unlicensed radio station, no matter how low its power or limited its range, on the ground that the operation does not constitute interstate commerce.

After reviewing numerous court opinions, the brief states that the courts have consistently held that "no state or subdivision thereof may impose any form of franchise, occupational or excise tax on interstate commerce, as such taxation inevitably imposes a burden on interstate commerce and becomes, in effect, regulation of it." Furthermore, it was declared, the courts have consistently held that "a tax on the revenues of gross earnings of a business is a tax on the business itself. Thus a tax on the revenues of a radio broadcasting station is, in effect, a tax on the right of that station to engage in interstate commerce."

It is estimated that the initial cost to the broadcasting industry of such revenue taxes in all states would amount to $1,500,000 a year. This is based on an average tax of 2% on gross revenues of $80,000,000. When municipal taxes and license fees are added, this figure would be more than doubled, and once the precedent is established, there would be no way of checking the spread of such levies, it is felt.

FRANCE'S noted Eiffel Tower broadcasting station, hitherto operating on a long wave, has returned to the broadcast band, operating on 1470 kc.

KJR
5,000 WATTS
CLEAR CHANNEL
N. B. C.
NETWORK
SEATTLE
WASHINGTON

A dependable station —one that dominates its market and consistently produces.

Since 1922 KJR has been a leader — an example for the others to follow.

Guaranteed time.

Highest power in Washington.

Fisher's Blend Stations, Inc., operating KOMO-KJR, Seattle, Washington.

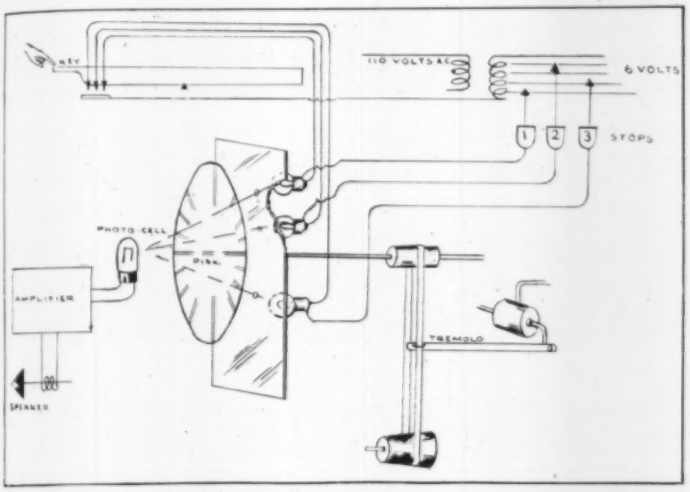
For information consult
Edward Petry & Co., Inc.
New York Chicago
Detroit San Francisco

THE "PHOTONA" MAKES ITS BOW

New Musical Instrument, Operated by Electricity, Produces Tones Over a Wide Range

AFTER TWO years of experimental work in the laboratories of WCAU, Philadelphia, a musical instrument which produces electrical tones, the "photona", was played April 6 from the WCAU studios over the CBS network.

Development of the photona followed tests of several types of sound production, including moving film and rotating discs, with the patented method of Ivan Kremeeff, Russian inventor, finally being selected. Mr. Kremeeff directed construction of the instrument with the aid of the station's engineering staff.



Production of tones is effected by rotating discs inserted between a light source and photo-electric cell, as shown in the accompanying drawing. The output of the cells is fed to a high-fidelity amplifier and loud speakers having wide dynamic range. A single synchronous motor drives the entire rotating mechanism and the size of driving pulleys governs the speed of the discs. Average load from AC mains is 350 watts, although varying with the number of light sources.

In all there are 12 rotating disc shutters similar to the one shown in the drawing. The sections cut from the disc periphery are of varying depth and their arrangement permits light to enter from proper sources. The diameter of each disc pulley is based on the number of sections cut from it and the speed of rotation. A step-down transformer lights 900 six-volt automobile lamps, which are the light sources.

Sounds similar to those of an organ are produced by the photona, although a wide range of tones can be obtained. The instrument itself is about the size of an office desk and has two piano-like keyboards rather than the ordinary organ keyboards, the bass notes being played from the left side of the keyboards. It can be moved easily around the studio or set up any place where current is available. Output of the instrument goes direct into microphone outlets, ordinarily, and the sound is heard only as it comes from the air.

Each of the two manuals comprises six octaves, the keys being used as switches to light the filaments of the lamps. On one bank of stops harmonics or sub-harmonics may be inserted in any desired ratio and chords may be struck from the other by using a single key.

As seen in the diagram, a tremolo is included and it may be operated either by hand or foot, with speed varying as the operator desires due to the cone-shaped pulley. This tremolo is merely a variation in pitch. A foot-operated potentiometer regulates volume.

Output of the photoelectric cells is transformer coupled to input of a preamplifier and through a voltage and power amplifier to the loud speaker; or it may be fed directly through a microphone receptacle into the standard speech input equipment. Tuning of the photona depends on the speed at which the discs are rotated. Once tuned, it will remain so indefinitely and not be affected by changes in temperature.

Originally the photona was conceived as an entirely new type of musical instrument for broadcasting but it has been found that effects resembling those of a pipe organ may be produced, among innumerable other types of tones. Already improvements are being made and future models will include foot pedals to sustain bass notes, among other changes.

THE NEW PHOTONA — A two-manual electronic organ is one of the newest instruments in radio invented by a staff engineer of WCAU, Philadelphia. Leonare MacClain is here shown at the console of the instrument, which was played April 6 at 6:15 p. m. over a CBS network.

Extending Short Shorts

EXCELLENT response is reported to have been achieved by the country's shortest radio program—the 15-second spot "variety shows" sponsored by the American Tobacco Co. for Herbert Tareyton cigarettes on six stations in Philadelphia, Baltimore and Washington. The agency, Lawrence C. Gumbinner, New York, is now contemplating extensive additions to the schedule.

ALTHOUGH that many are not licensed, it is estimated in Canadian trade circles that there are now 1,308,000 radio sets in use in the Dominion, or one to every eight persons.

W6XAI Completes Staff

COMPLETION of the staff of W6XAI, first of the new "high fidelity" stations to go into operation on the Pacific Coast, has been announced by the Pioneer Mercantile Co., Bakersfield, Cal., the licensee. Manager of the station, which operates with 1,000 watts on 1550 kc. in the recently widened broadcast band, is Frank Schamblin. Edwin E. McCaffrey, formerly with the Hines and Palmer publications and later head of his own agency, is commercial manager. Curtis Sturm is program manager, and Ralph LeMert is chief engineer. The Walter Biddick Co. has been appointed exclusive representative in the 11 Western states.

WJAY

610 Kilocycles

You want
RESULTS
COVERAGE
You can count on
WJAY-Cleveland
for both!

We're 'IN THE MIDDLE'

. . . and like it!

WHAS has the distinct advantage of being able to deliver both northern and southern markets . . . It is the farthest south of all Columbia Broadcasting Basic Outlets, yet it is strategically located in the very heart of the rich Ohio Valley, near the center of population, where its 50,000 watt signal spreads into profitable territories on every side.

. . . And it is because WHAS has proved its ability to reach and sell a large, cosmopolitan audience that its schedule is well filled, winter and summer, with the cream of radio programs.

WHAS

50,000 WATTS . 820 KILOCYCLES

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
NEW YORK CHICAGO DETROIT SAN FRANCISCO

WSYR
TOP O' THE DIAL
PREFERRED POSITION
in SYRACUSE

KOY
COMPLETE N.B.C. SERVICE
25,000 WATTS
TULSA, OKLA.
The Most Powerful Station between St. Louis, Dallas and Denver

Senate Munitions Probe Touches FCC Chairman

THE NAME of Anning S. Prall, chairman of the FCC, came before the Senate Munitions subcommittee on April 4 in connection with an apartment sharing arrangement he has with Joseph W. Powell, president of United Dry Docks Inc., and a close personal friend. Committee investigators attempted to draw the inference that there was impropriety in the arrangement under which the shipping official paid half of the monthly rental. Testimony was offered to the effect that Mr. Prall, for a dozen years a member of Congress from New York, had helped Mr. Powell in naval contract negotiations, having informed the President in 1933 that employment in New York would be helped if the Powell company received a PWA contract for the building of four destroyers.

While Mr. Prall himself did not appear before the committee, he said Mr. Powell was one of his oldest personal friends and the apartment sharing arrangement was personal rather than any business arrangement. He said he could see nothing untoward or improper about it, and that anything Mr. Powell may have done in behalf of his son, an insurance man, could not be challenged as unethical.

NEW call letters assigned by the FCC and announced April 11 are WFMD, Frederick, Md., the new station of the Monocacy Broadcasting Co., and KAST, Astoria, Ore., licensed to Abraham Shapiro.

The SALE of TWO CITIES!

Pay for 1... GET 2!

Our rate structure is based on our coverage for ONE city . . . yet we deliver complete coverage for TWO!

KSTP is now — as it has been for many years — the Dominant Station (with 50.1% of the total radio audience) in the 9th U. S. RETAIL MARKET, the metropolitan area of St. Paul and Minneapolis where 74.3 cents of every retail dollar in Minnesota are spent!

To get this coverage would require at least one newspaper in each city—at a combined rate of $1.45 per thousand circulation. KSTP's rate per thousand circulation is 25 cents!

The conclusion—it would seem—is OBVIOUS!

For further details write to: General Sales Office, KSTP, Minneapolis, Minnesota, or to Our NATIONAL REPRESENTATIVES: New York—Paul H. Raymer Co. Chicago, Detroit, San Francisco—John Blair & Company.

MINNEAPOLIS kstp ST. PAUL

DOMINATES THE 9th U. S. RETAIL MARKET

Good Taste, Common Sense

THESE qualities, says Miss Janet MacRorie, are the two stars by which radio writers today set their courses. She is critical editor of the NBC continuity acceptance department, New York, and is shown conferring with Andrew Love, NBC continuity editor in San Francisco, where she arrived March 29 on a nationwide tour of NBC stations to unify continuity writing policies. While in San Francisco she also conferred with Don E. Gilman, NBC vice-president, western division.

Hearings on West Coast Are Held by Col. Brown

COL. THAD H. BROWN, member of the FCC, arrived in Los Angeles early in April accompanied by George B. Porter, FCC assistant general counsel. On April 2 Col. Brown inspected the FCC monitor station in the Palos Verdes Hills near San Pedro where James H. Homsy is in charge. Bernard H. Linden, inspector in charge of district 11 at Los Angeles, accompanied the party.

Starting April 4 in the federal building, Col. Brown began hearing applications involving KMPC, Beverly Hills; KIEV, Glendale; KFWB, Hollywood; KGFJ and KRKD, Los Angeles. Slated were 11 separate hearings, five of which were on medical accounts, and the others having to do with applications for construction permits and, in the case of KFWB, for additional power. The hearings were expected to take a week or ten days. The Los Angeles Broadcasters' Association was to tender a luncheon to Col. Brown and Mr. Porter April 15.

Sound Service Starts

DEALING exclusively with agencies, Sound Service Inc., producing transcriptions, has moved its Hollywood quarters, with recording studios now at 5746 Sunset Blvd. The transfer was celebrated with an "open house" at the studios April 6. Heading the company is Frank H. Hundley, president, with Fred O'Neil as vice president; Herbert Witherspoon as sales manager, and A. (Scotty) Brown as technical director. Mr. Hundley is also business manager for Sid Grauman, noted Hollywood theater man, and Mr. Witherspoon formerly was with the Don Lee System.

Extensive Network Planned in Europe

Radio Informations of Paris To Add Several Stations

PLANS for an extensive European network to carry commercial broadcasting are being pushed by Radio Informations S. A., of Paris, which is represented in the United States by Radiodiffusion Europeenne, with offices in the RCA Building, New York. Wendell S. Gibbs, American representative, sailed April 10 for Europe to familiarize himself with the progress being made there.

Radio Informations already operates a six-station network in five cities of France, with Radio-Toulouse, Radio-Agen, Radio-Lyon, Radio-Bordeaux, and Poste Parisienne and Poste Ille de France, both in Paris. Leon Kierzkowski and J. Tremoulet, both advertising men, are at the head of this organization. There are several accounts on this network for international advertisers, including the English Dunlop Rubber Co. (automobile tires).

In addition, there will be added in the near future three Belgian stations, Brussels, Liege and Antwerp; two Spanish, Madrid and Barcelona; two Italian, Milan and Rome, and Radio-Maroc in French Morocco.

Program Building

THE SERVICE which is expected to appeal most to American advertisers of products with an international sale is in the program building field. If transcriptions are used, the show can be put together in the United States, and announcements in any desired number of languages cued in. Rates have not been settled definitely, so it is impossible to say whether it would be cheaper to distribute discs to all stations, or originate from one and use lines to the others.

For network purposes, the common practice in Europe today is to use announcements in as many languages as necessary on all the stations in the hookup. Tests are being made to see whether timing cannot be sufficiently improved, so that half-minute opening and closing commercials can be given locally in the native language, and the middle of the show cut in automatically.

There is also available a service for carrying "communiques"—spot announcements.

Dog Food Series

H. MOFFAT Co., San Francisco, wholesale butchers and distributors of Scotty Allan's Dog Food, on April 5 started a series of 26 quarter-hour dramatizations, twice weekly, *Heroes of the Air* on the hookup of KJBS, San Francisco, and KQW, San Jose, Cal. Consisting of live talent and featuring Capt. William C. Royle and cast. Wednesdays and Fridays, 5-5:15 p. m., the series offers direct sales talk with original true stories of heroic aviators. As a direct tie-in, juvenile listeners are asked to send in three labels from Scotty Allan's Dog Food packages for a set of plans for model airplanes.

Studio Band Used To Avoid $3 Fee

FIRST of the New York stations which rely on their own originations rather than on network affiliations to break through the impasse created by the Musicians' Union demand for $3 per man per broadcast is WNEW, Newark. This station was hardest hit when the order was put into effect March 5, because it has for more than a year relied on its *Dance Parade* to fill about five hours of late evening and early morning time.

As long as the eastern ABC stations hung together WNEW was able to draw upon Philadelphia for much of this music, but when that association of stations collapsed, the New York outlet was thrown still more on its own resources. One device which tended to get around the difficulty was to pick up non-orchestral parts of night club entertainment, and alternate broadcasts of this type with remote dance orchestras from points in Northern New Jersey and Westchester which are not affected by the union ruling.

Now the tables have been turned completely in regard to pickups from prominent night spots in New York. Instead of broadcasting *from* these places, WNEW broadcasts *for* them. A studio orchestra opens with the theme song associated with Delmonico's, for example. The announcer says that this is the theme which Delmonico's orchestra features, and that the station is broadcasting *for* Delmonico's. There is some talk about the restaurant, and the program goes on from the studio. Most of these night clubs and supper clubs paid for wire lines, at least, before the union ruling came into effect. Now they pay more, because these spots in the *Dance Parade* are in the nature of commercial broadcasts.

WOR's Protest Pending On 500 kw. Used by WLW

A PROTEST of WOR, Newark, against the operation of WLW, Cincinnati, with 500,000 watts at night using a directional antenna, is pending before the Broadcast Division of the FCC and probably will be acted upon at the regular meeting April 16. Illness of Chairman Sykes, together with the absence of other FCC members, caused cancellation of the meeting of the preceding week at which the matter had been scheduled for consideration.

Fearing that it would suffer undue interference when WLW resumed its night operation with the super-power, WOR filed the protest on April 2. WLW is on the 700 kc. channel, with WOR on 710 kc. The contention was that WLW, by attempting to curtail its signal in the direction of Toronto, where CFRB protested against blanketing, would so alter its signal pattern as to cause a signal of greater intensity in the WOR area. The protest requested a hearing. WLW plans to resume night operation with 500 kw. and the directional on April 16.

SPONSORS AND THE PRESS

Short and Distinctive Program Titles Which Do Not Mention Advertiser's Name Are Advised

By HOWARD J. LONDON

AS ONE who has consistently culled all the large newspapers in the United States for about three years, my sole purpose has been to see what the radio pages of some 600 journals offer the radio audience. The increasing number of publishers owning radio stations can be determined by reading their radio pages without any advance information that the newspaper owns a station.

The whole, or the large majority, of the radio pages in such instances are devoted to programs of their own station and some mention sponsors. Some even give front-page space to their prominent programs. This fact should be given special attention by the publicity staffs of agencies.

Sponsor Recognition

IN MENTIONING that sponsors names are given I do not mean to create the impression that the remainder of the newspapers in the United States are mentioning sponsors; such is far from the case. The best policy seems to be, not to connect the program title up in any way with the name of the sponsor. To illustrate my point: From a large stack I have selected two Sunday papers and here is the way the *Chase and Sanborn Opera Guild* is listed. One paper calls it *Opera Guild* while another paper names it *Opera With Deems Taylor.* So it is evident that if you do not drop the sponsor's name the radio editors will do it for you. The above is mild, but here's what makes it difficult for publicity directors to keep the public correctly informed about who's who on the programs heard over their respective stations. For instance the program title is *The Pause that Refreshes on the Air.* In a minimum number of newspapers the whole title is printed, but here are the listings taken from the majority of the press and also the Associated Press, lifted out verbatim: *Black's Orc; Vocal, Orc; Frank Black and Ensemble; Frank Black Orch—choir.* Even the New York papers list it with variations, one as *Frank Black's Orchestra and James Melton* and another as *Symphony Orchestra, Frank Black directing, and James Melton.* Out of this conglomeration of titles for a show what have we left in our minds? I have heard the show, but from the listings I am under the impression it has been changed since I last heard it some weeks ago. To sum up, what should be the first thing a sponsor or his agency should do when they begin to think up a name for their program? First, leave off the name of the sponsor, second get a name that cannot be confused with any other program, and make the title short. Two excellent examples which I can recall are *Red Davis* and *Let's Dance.*

Short Titles

WHEN the title has been decided, stick to it, and if you run any spotlight advertisements in the newspapers or announcements over the air use this title so it will have a connection with the future programs that will be listed in the newspapers after the spot ads have been discontinued. When you run spot ads a good idea would be to prepare the copy with the station and time displayed in letters large enough to be read without a spy glass. Since the primary purpose of running these ads is to induce the radio audience to listen to your program, why subordinate the station and time to the last line and give it the smallest type? Unfortunately this small type when it comes off the press often is blurred. The same can be said of car cards and window posters; the type is too small to be read at a reasonable distance. Get the prospect to listen and he will find out who you are and what you have to sell!

Auto Radio Ban

A BILL outlawing auto radios, except in police cars, and invoking a fine of $50 for violation, has been introduced in the Connecticut Legislature. The Radio Manufacturers Association, which has successfully blocked similar bills in other states, is opposing the bill on the ground that automotive radio is a factor in decreasing driving speed and therefore reduces rather than increases highway hazards.

PUBLIC
INTEREST
CONVENIENCE
AND
NECESSITY

ARE MORE THAN JUST COLD, LEGAL "MUSTS" WITH US . . . THEY ARE THE VITAL FOUNDATION STONES ON WHICH WMEX IS BUILDING A LOYAL AND ENTHUSIASTIC LOCAL AUDIENCE REFLECTED IN RESULTS TO OUR CLIENTS . . .

• • •

THE NORTHERN CORPORATION
Owners and Operators of

WMEX

1500 kc — 250 w L.S. — 100 w N.
HOTEL MANGER — BOSTON
In America's Fourth Market
Tel. CAPitol 7560—Teletype Bos. 157

THOROUGH
COVERAGE
OF
MICHIGAN'S
RICHEST
MARKETS

The Michigan Radio Network, with 8 stations in the 8 largest cities in Michigan, offers primary coverage of 85% of a territory of over four million people . . . . . .

WXYZ — Key Station, Detroit
WMBC — Bay City
WFDF — Flint
WJIM — Lansing
WIBM — Jackson
WELL — Battle Creek
WKZO — Kalamazoo
WOOD-WASH — Grand Rapids

A COMPLETE MERCHANDISING SERVICE

To all who buy the Michigan Radio Network — a COMPLETE Merchandising Service — WITHOUT ADDITIONAL COST: *gets Distributors, checks credits, actually takes orders for merchandise, handles demonstrations, places displays.* This *SERVICE* plus blanket coverage by 8 stations — constitutes *THOROUGH* coverage — insures RESULTS!

RATES

$200.00 per quarter hour, evenings.
$125.00 per quarter hour, daytime.
Michigan's Greatest Radio Buy!

KUNSKY-TRENDLE
BROADCASTING CORPORATION
(Owners and Operators of Station WXYZ)
300 MADISON THEATRE BLDG. DETROIT, MICHIGAN
WM. G. RAMBEAU COMPANY

Eastern Office: 507 Chanin Building, 122 E. 42nd St., Earl Bachman, Manager
Home Offices: Tribune Tower, Chicago, Illinois.
Western Office: Russ Building, San Francisco, Cal., Douglas A. Nowell, Manager.

Member Mutual Broadcasting System

Relays From Big Ship

WHEN the gigantic French liner *Normandie* sails from Havre May 29 on its maiden voyage for New York, it will carry three representatives each from NBC and CBS who will conduct special broadcast relays to the American networks not only of the departure but of events aboard ship each day during the crossing. NBC has not yet designated its staff for the special broadcasts from the largest ship afloat, but CBS has named Paul W. White, director of public events and special features; Davidson Taylor, announcer, and Henry Grossman, chief operations engineer.

WWNC

Operated By The Citizen Broadcasting Company, Inc.

ASHEVILLE, N. C.

Sales UP with Temperature

The warm season brings rapid rise in the Asheville and resort Carolina sales curve. Heavy retail buying here in the months just ahead. Extend your sales invitation NOW over WWNC—sole blanket radio coverage!

Full Time NBC Affiliate
1,000 Watts 570 Kilocycles

A Ten Strike

A RECORD for hitting the audition bulls-eye is claimed by Bill Warran, program director of KOMO-KJR, Seattle. Five programs were prepared for the Eastern Outfitting Co., of Seattle, ready-to-wear makers, and all were auditioned in one night. All were accepted and immediately placed on the air in the original form. Miss Ann Newman, of the continuity staff, wrote and produced the group.

Oxydol's Transcriptions

AUGMENTING its NBC-WEAF series, *Oxydol's Own Ma Perkins*, Proctor & Gamble Co., Cincinnati, on April 1 began to spot transcriptions of the programs on WWL, New Orleans; KMOX, St. Louis; WIOD, Miami; WJAX, Jacksonville; WFLA, Clearwater, Fla.; WRVA, Richmond; WHAM, Rochester; WFBL, Syracuse, and KLRA, Little Rock, Ark. In all but two of the cities the transcribed program is synchronized with the network broadcast, being on the air at the same time. RCA Victor Co. produced the transcriptions, and Blackett-Sample-Hummert Inc., Chicago, handles the account.

UNION OIL Co. of California, Los Angeles, on March 18 started a two-month campaign on 22 West Coast stations with spot announcements and five-minute programs through Lord & Thomas.

The BREAK your JOCKEY deserves

It takes the best jockey PLUS the best horse—to WIN
We've PROOF that

Any program broadcast by two or more Pittsburgh stations finds a MAJORITY of Listeners on **WCAE**

ASK FOR THE STORY

Pick the best horse in Pittsburgh.
Ask about our jockeys—too.

Basic Red Network NBC

Nationally Represented by

PAUL H. RAYMER COMPANY

PITTSBURGH, PA. NEW YORK CHICAGO SAN FRANCISCO

PHANTOM SHOPPER
Tried In Chicago, May Be Taken Elsewhere

A DUAL-PURPOSE program is the *Phantom Shopper*, broadcast over WGN, Chicago, three mornings each week under the sponsorship of Durkee Famous Foods, Inc., Chicago. It is designed to awaken the retailer's interest in the line of Famous Foods and to increase his cooperation in merchandising them as well as to arouse desire in the mind of the listening housewife.

The *Phantom Shopper* is not merely a radio character, but an actual shopper, who visits grocery stores in all parts of Chicago, meeting and talking with grocerymen and with other shoppers. Her experiences on these tours, reported in a neighborly fashion, make up the material for her broadcasts.

Although the program has been on the air only a short time, the idea seems to have clicked with the trade because many requests for a visit from the *Phantom Shopper* have been received by the sponsor. These requests have, of course, all been refused, for by keeping the identity of the shopper secret the program also keeps the retailers expecting a visit at any time, and they all keep listening to the broadcasts, each merchant hoping that a visit to his store will be described.

"Every angle of the WGN broadcasts is being carefully tested," says G. R. Euwema, head of the radio department of C. Wendel Muench & Co., Durkee's agency, which developed the program. "As soon as the *Phantom Shopper* has been on the air long enough for its results in actual sales to be measured we expect to put it on the air in a number of cities provided, of course, that the results are satisfactory. And, unless present indications are all wrong, I'm pretty sure that they will be."

Favorite Screen Stars Selected in Radio Vote

RESULTS of a radio audience vote conducted by Jimmy Fidler, Hollywood gossiper on an NBC-WJZ network for George W. Luft Co. Inc., Long Island City, N. Y. (Tangee cosmetics), placed Claudette Colbert, Clark Gable and Director Frank Capra in first place. The outcome was similar to the recent list of Motion Picture Academy awards, and was based on their work in *It Happened One Night*.

Nearly 25,000 votes were cast by the radio audience, which gave Miss Colbert a wide margin over Norma Shearer, Bette Davis and Grace Moore. Mr. Gable won over Robert Donat, George Arliss and Frank Morgan. Second and third places in pictures were won by *Barrets of Wimpole Street* and *One Night of Love*. The Tangee account is handled by Cecil, Warwick & Cecil Inc., New York.

WFIL adelphia

Only Philadelphia outlet for N. B. C. Basic Blue Network

560 Kilocycles 1000 Watts

Plans to be Drawn By 100-Watt Group

Steering Committee to Devise Policies at May Meeting

MOVING forward with the plan for the organization of a group of leading independent stations in the local field to foster the procurement of national spot business, Edward A. Allen, manager of WLVA, Lynchburg, Va., has arranged for the appointment of a "steering committee" to meet in Washington during May to formulate preliminary plans. Actual organization details, however, will be left for the NAB convention to be held in Colorado Springs, July 6-10, where a representative group of these stations will meet.

The plan for appointment of the steering committee was decided upon as a substitute for Mr. Allen's original idea of holding a meeting in Pittsburgh. The objective, however, would be the same—that of setting up an organization of the "better" stations in this category so they can be presented to national advertisers and agencies in a concerted sales effort that will demand respect and consideration.

Not Trade Association

MR. ALLEN has discussed his plan with LeRoy Mark, owner of WOL, Washington; John Elmer, WCBM, Baltimore and W. W. Gedge, WMBC, Detroit, all of whom favor the idea. Offices in New York, Chicago and possibly other major centers might be established to represent the organization of non-network stations.

It was learned April 10 that Mr. Allen is inviting the following station executives in the non-network category to serve on the steering committee and to meet with him in Washington sometime during May: Mr. Gedge, Mr. Mark, Mr. Elmer, William S. Pote, WMEX, Boston; L. A. Benson, WIL, St Louis; Herbert Hollister, WLBF, Kansas City, Kan.; Ben S. McGlashan, KGFJ, Los Angeles; Edward E. Bishop, WGH, Newport News, Va., and Isaac Z. Buckwalter, WGAL, Lancaster, Pa.

No Conflict With NAB

MR. ALLEN emphasized that the association would in no way attempt to become a trade association, and that its functions would be primarily that of elevating the standards and saleability of non-network independents in the national field.

Pebeco to Renew Cantor

LEHN & FINK, New York (Pebeco toothpaste) will re-engage Eddie Cantor next fall, together with Harry Einstein as "Parkyakakas" over the CBS network. This announcement was made April 5 by Lennen & Mitchell, New York agency handling the account, to set at rest reports that Cantor will not come back. The comedian's present Sunday night half-hour series concludes April 28 when he goes to Hollywood to make another picture. Definite starting date for the fall series has not been fixed.

Rubicam Is Named Chairman of AAAA

More Than 300 Attend Session At White Sulphur Springs

RAYMOND RUBICAM, chairman of the board of Young & Rubicam, New York, was elected to the chairmanship of the American Association of Advertising Agencies April 11 at the opening session of the organization's convention at White Sulphur Springs, W. Va. He succeeds Arthur S. Kudner, president of Erwin, Wasey & Co.

Simultaneously, John Benson was reelected president and Frederic R. Gamble executive secretary. Other officers include Maurice Needham, president, Needham, Louis & Brorby, Inc., Chicago, vice president; William Benton, chairman of the board of Benton & Bowles, New York, secretary; E. D. Hill, vice president, McCann-Erickson, Inc., New York, treasurer; Gilbert Kinney, vice president, J. Walter Thompson Co., New York, member of the board at large; Richard Compton, partner of The Blackman Co., New York member at large, and Mr. Kudner, member at large.

Informal Talks

WHILE less than 100 members attended the executive session at which the elections were held, approximately 300 delegates and guests had arranged to attend the regular sessions, which got under way April 12. Some 30 important figures in agency work gave brief "shop talks", all of which were off the record, at the opening session participating in this discussion were:

Mr. Kudner; J. P. Cunningham, copy chief, Newell-Emmett Co., Inc.; Thomas L. L. Ryan, president, Pedlar & Ryan, Inc.; Francis G. Hubbard, president, Kimball, Hubbard & Powell, Inc.; Ernest V. Alley, partner, Richardson, Alley & Richards Co.; Frank B. Raucher, vice president, Crowell Publishing Co.; H. H. Kynett, partner, Atkin-Kynett Co.; Guy C. Smith, vice president and treasurer, Brooke, Smith & French, Inc.; A. L. Billingsley, president, Fuller & Smith & Ross, Inc.; S. W. Page, vice president, Batten, Barton, Durstine & Osborn, Inc.; D. M. Botsford, president, Botsford, Constantine & Gardner; L. D. H. Weld, director, McCann, Erickson, Inc.; B. C. Duffy, vice president, BBD&O; Henry Eckhardt, president, Kenyon & Eckhardt, Inc.; Milton J. Blair, vice president, J. Walter Thompson Co.; J. E. Finnerman, of the Scripps - Howard Newspapers; Chester J. Laroche, president of Young & Rubicam, Inc.; Henry T. Ewald, president, Campbell - Ewald Co.; C. L. Fitzgerald, president, Fitzgerald Advertising Agency, Inc.; George Link, Jr., attorney, McKercher & Link; Ralph Van Buren, secretary, Ruthrauff & Ryan, Inc.; Roy S. Durstine, vice president and general manager, BBD&O.

Dayton Utility on Air

JOINING the fast-growing list of public utilities on the air, Dayton Power & Light Co., Dayton, O., has signed a 13-week contract for a weekly half-hour program on WHIO, using an evening period. The program, titled *The Musical Voyage*, uses a 25-piece orchestra with a chorus of 15.

Four Broadcast Series Are Cited for Alleged Radio Code Violations

CITATION of four propositions currently being made to stations, two of which are held to be "commercial propaganda" offered as sustaining features and the other two as "per inquiry" offers which violate the code, was made by James W. Baldwin, executive officer of the Code Authority for the radio broadcasting industry in a bulletin (No. 22) issued April 10. The notices were as follows:

Old People's Home Foundation—The announcements which are being distributed by the Old People's Home Foundation should be considered as commercial propaganda and therefore should not be broadcast except on a commercial basis.

United Artists—The "Last Minute Flashes" distributed by the United Artists should be considered as commercial propaganda and therefore should not be broadcast except on a commercial basis.

Silverman Advertising Agency—The recent circular letter sent to certain stations by the Silverman Advertising Agency enclosing what purports to be an Advertising Order in behalf of The Millson Company for thirteen one-minute announcements at a certain price per announcement *with the understanding as reflected in an accompanying letter that the cost per inquiry received shall not exceed fifteen cents per inquiry* is just another attempt to frustrate the purpose and intent of the per inquiry provisions contained in Article 7, Section 1, Paragraph (b) of the Code. This is notice that stations accepting the proposal on the terms described in the circular letter will be construed as a violation of the provisions of the Code above referred to.

U. S. D. Handbook—This is notice that the acceptance by stations of the proposal tendered by Wallace C. Price for the sale of the U. S. D. Handbook on a percentage basis will be construed to be a violation of the provisions contained in Article 7, Section 1, Paragraph (b) of the Code.

Book Export Programs

NATIONAL Export Advertising Service, New York, has contracted with Broadcasting Abroad, Ltd., New York, for the release during the next three months of 2,370 programs on stations in eight Latin American countries. Sponsor is the George W. Luft Co., Long Island City, N. Y. (Tangee beauty products). Export has also contracted for 1,064 transcription programs for Pro-phy-lac-tic Brush Co., Florence, Mass., in four countries.

Market With MONEY!

Among the fifteen largest markets, Milwaukee rates—

Home Ownership 3rd
Automobile Ownership . 5th
Radio Ownership. 2nd
Industrial Payrolls 6th

Covered Thoroughly ONLY by

WTMJ

THE MILWAUKEE JOURNAL STATION

EDWARD PETRY & CO.

Brevity in Berths

WHEN longer Pullman berths are made, Ken Carney, NBC producer, San Francisco, will ride in them and not before. Carney, who measures many inches more than the average person, is back in San Francisco from New York and hobbling about on a cane. He crooked an ankle against the frame of the berth. When the train rounded a curve, he rolled, the ankle twisted. He arrived in San Francisco March 29, on crutches. This is the third time it's happened.

Norman S. Case

(*Continued from page 33*)

reelection, by appointing him to the Republican minority on the new FCC. It was a surprise appointment, surprising to the politicians no less than to those in the communications businesses; it was altogether a personal appointment.

Gov. Case counts as his greatest achievements while in office the reduction of his state's indebtedness, and Rhode Island's handling of its unemployment relief problem without Federal aid. Social welfare has always been one of his prime interests, and the social aspects of broadcasting inevitably will command his attention during his tenure on the Broadcast Division. He calls himself the "utility outfielder" of the FCC, for he is the only member besides Judge Sykes who has sat on all three of the FCC's divisions — Broadcast, Telephone and Telegraph, having pinch-hit from time to time for absent members.

The new broadcast commissioner can be rated a New England conservative. His business experience has included ownership of interests in textile mills. His political faith has always been regular Republican. At Brown he was a member of Delta Upsilon fraternity. He is a member of Phi Delta Phi legal fraternity, the Veterans of Foreign Wars, Military Order of Foreign Wars (he is still state commander), Elks and various civic and patriotic societies. He is a Baptist and a 32d degree Mason. He still holds a colonelcy in the Army Reserve Corps, commanding the 315th Cavalry. Manhattan College and Rhode Island State College have conferred honorary degrees upon him.

Gov. Case was married in 1916 to Emma Louise Arnold, of Bethel, Vt. They have three children—Norman Stanley, Jr., 18; John Wareen, 2d, 14, and Elizabeth Richmond, 11. His hobbies are boating on Narragansett Bay, where he has a summer home, and Rhode Island's famous clambakes whose delights he extols at every opportunity.

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs and stations.

Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

big NAMES ★ ★ ★

big AUDIENCE ★ ★

big RETURNS ★ ★ ★

THE 3 big REASONS

WHY YOU SHOULD BE USING

CKLW

CKLW, Member Columbia Basic Network. 5,000 Watts (1030 kilocycles). Windsor Offices: Guaranty Trust Bldg. Detroit Offices: Union Guardian Bldg.

STARS of stage, screen and radio—BIG *names* attract a BIG, interested *audience* — which is the chief factor in bringing CKLW advertisers BIG *returns!* A check-up of the array of BIG NAME talent heard daily on CKLW over the Columbia Network is convincing proof that the "3 big reasons" for your using CKLW is *not* idle chatter — but SOUND FACT! It *PAYS* to use CKLW.

RADIO OUTLINE MAPS
of the
United States

Every city in the U. S. having a radio station as of February 15, 1935, is shown . . . Time zones are indicated . . . The reverse side of the map carries a complete log of broadcast stations, alphabetically by state, city, and call letters, with wave lengths and powers shown.

The map is 17½x11½ inches, printed on white ledger paper that permits the use of ink without smudging.

PRICES

25 Copies	$2.00
50 Copies	$3.75
100 Copies	$5.00
Single Copies	10c

BROADCASTING
combined with Broadcast Advertising

National Press Building
Washington, D. C.

CBS Cultural Programs Total 661 for Quarter

IN THE FIRST three months of the year, CBS broadcast 661 programs of an educational, cultural or informative nature, including 180 five-minute periods for Press-Radio reports. Besides these news reports, there were 143 programs involving current events. Not included are special Press-Radio bulletins or eye-witness broadcasts of news events.

Eighty-three programs covered national questions such as the soldiers' bonus, finance, labor legislation, defense and sociology. The third topic in point of importance was home economics, with 77 programs. After this group came 44 music discussion periods, 23 talks on religious subjects, and the following general topics: international affairs, 16; economics, 15; industry, 13; education, 12; child welfare, 7; armaments, 4; student thought, 4; general, 32.

Sues Another "Ripley"

ALLEGING that Fred R. Ripley, of Syracuse, N. Y., went on the radio and otherwise lectured under the title "You Can Believe Ripley", the newspaper cartoonist Robert L. Ripley and his company, Believe It or Not Inc., filed suit in Supreme Court at White Plains, N. Y. March 27 for $100,000 damages. The cartoonist Ripley alleged that the other Ripley has been offering radio stations a feature under a wrong impression. He asked for an injunction.

Localized Talent In W9XBY Series Arousing Interest

Communities Take Active Part; Sponsors Watching Program

By EVERETT L. DILLARD
Station W9XBY, Kansas City

FOR OVER a year contests of one kind or another in which amateur and community talent take part have been the vogue both in radio and the theater. A highly successful contest of this sort is one that originated early in February at W9XBY, the new high-fidelity station on 1530 kc. at Kansas City. Its program not only has gained the support of over 75 towns within a 100-mile radius of Kansas City, but, even more important and unusual, it has enlisted the support of the rural newspapers in most of these communities. It is common to have a half a column on the front page of the local papers about local talent.

Community Night is the name of this program. It has been built with the idea of stimulating local interest in community activities and to impress the nearby radio audience with the idea that both musical and dramatic activities are an important item in the life of the community. It also promotes each community as a center of trade, civic and cultural life.

Good Response

EACH TOWN sponsors each week a local community night to select representatives to send to Kansas City for the big weekly *Community Night* program at W9XBY. The weekly *Community Night* features these representatives on a program shared by each town. The mail response on this broadcast has exceeded all expectations. Over 300 letters are received on each broadcast, yet no promotional work is conducted by the station.

Many towns have written to inquire how they can be represented on these programs. In fact, so many requests have come in that it is becoming a problem how to accommodate them. Each week sees between 100 and 250 persons in the studios for the broadcast.

The program is under the direction of M. R. Waddell, who contacts personally the chambers of commerce, high schools, civic clubs and editors of local newspapers. Several advertisers have inquired about sponsoring the program, and within the next few weeks it will probably go commercial. Other stations could well afford to use this idea to build friends for the station, the communities it serves and advertisers.

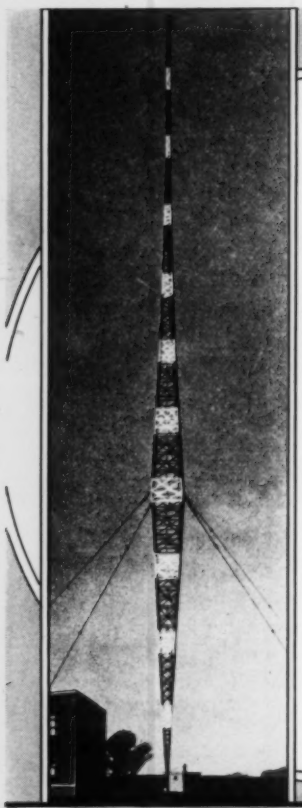
Canada Starts Inquiry Into ASCAP to Decide If Fees Are Excessive

AN INVESTIGATION into the activities of the Canadian Performing Right Society Ltd., Canadian affiliate of ASCAP, to ascertain whether its plan to collect royalties from broadcasting stations and other users is reasonable, has been ordered by the Canadian government. The Society proposes a tax of 10 cents per receiving set from Canadian stations, holding that the percentage basis employed in the United States would not produce sufficient revenue.

Acting on instructions from the Committee of the Privy Council, issued March 22, Judge James Parker, of Ontario, appointed commissioner to make the investigation, held a preliminary hearing April 9. He planned to start regular hearings about April 15. Judge Parker, under the instructions, is to investigate whether the Canadian Society proposes to collect "excessive fees, charges or royalties in compensation for the issue or grant of such licenses," and whether it conducts its operations in Canada in a way "deemed detrimental to the interests of the public."

The Commissioner also is instructed to report on what he considers to be legitimate compensation of fees and the basis on which such fees could properly be computed. The Canadian Association of Broadcasters, which represents practically all commercial stations in Canada except those owned and operated by the Canadian Radio Commission, is opposing the Society proposition through the law firm of Rogers & Rowland, of Toronto.

The Canadian Society actually operates as a branch of ASCAP and licenses the same catalog. The proposed new tariffs covering all performing rights was submitted Jan. 29 by H. T. Jamieson, its president.



Greatly improved clarity of signal within the area served characterizes the broadcasts coming from stations using BLAW-KNOX VERTICAL RADIATORS. It will pay you as it has paid others to take advantage of Blaw-Knox experience in planning your radio station or changes in existing antennae.

BLAW-KNOX COMPANY
2038 Farmers Bank Bldg., Pittsburgh, Pa.

BLAW-KNOX

STATION WHO

K-A-X

PATENT PENDING

KEAR ANTENNA EXCITATION SYSTEM
Used on new Airways Radio Range Beacon Stations
Recent K-A-X installations
WKRC, WORC, WPEN, WPRO, WORK, WIXBS
A *STABILIZED* DIRECTIVE SYSTEM WHICH WILL:
Reduce interfering signals with neighboring stations on same channel.
Increase service area in non-interfering zones.
Designed, constructed and installed to meet your requirements.

WASHINGTON INSTITUTE OF TECHNOLOGY
McLachlen Building Washington, D. C.

A MESSAGE FROM K. C. B.

IF YOU haven't listened.
* * *
ON WEDNESDAY night.
* * *
OR SUNDAY night.
* * *
AT 7:30.
* * *
OVER K H J
* * *
TO RAYMOND Paige.
* * *
AND HIS orchestra.
* * *
AND KENNETH Niles.
* * *
WHO MAKES the talk.
* * *
FOR S. and W.
* * *
AND ALONG with them.
* * *
YOUR COLUMNIST.
* * *
YOU NEVER will know.
* * *
HOW GOOD we are.
* * *
OR HOW bad we are.
* * *
AND YOU ought to listen in.
* * *
I THANK you.

SPOTLIGHT TIEUP—When Sussman, Wormser & Co., San Francisco (coffee), started its twice-a-week program on the Don Lee-CBS network, it also started newspaper publicity written by Kenneth C. Beaton (K. C. B.), columnist, who comments between musical collections. The newspaper ads are written in his unique column style. Above is an advertisement used in Los Angeles papers.

Take Old NBC Quarters

PORTIONS of the former quarters of NBC at 711 Fifth Ave., New York, are now occupied by the RCA License Division laboratories under the direction of Arthur Van Dyck, formerly located at 75 Varick St. Mr. Van Dyck has the twelfth floor quarters formerly occupied by Bertha Brainard, William Rainey, Burke Boyce and the NBC Music Program Department. The small audition studios are being used to test radio equipment. The RCA License Division provides an engineering service to the company's 65 licensees on technical matters connected with RCA patents.

Auto Dealers' Drive

BANDED TOGETHER for the first time in history are the 17 major new car dealers of New Orleans, in a radio campaign on WSMB under the general heading *Ride Back to Better Times in a New Car*. Beginning with announcements for used automobiles, the dealers expect to move into their new car campaign shortly. The original campaign will run for an extended period, five announcements daily. The idea was conceived and the account handled by T. J. Fontelieu, WSMB.

Braille Listings

THE Clovernook Home For the Blind, Mt. Healthy, O., recently released what will be a *Monthly Radio News for the Blind*, all printed in braille. The purpose of the magazine is to acquaint the more unfortunate with schedules of different stations and offer them bits of news items about various radio artists and their programs. WKRC, Cincinnati, is broadcasting free announcements requesting contributions from its listeners to help those unable to afford the subscription price of $2.

Assistant Counsel Is Named by FCC

THE FCC April 5 filled one important vacancy in its staff, that of third assistant general counsel post, and began organizing its corps of more than 100 accountants and engineers for the telephone industry investigation by the selection of a chief accountant.

The new assistant general counsel, who will devote himself to the work of the telegraph and telephone divisions, is Carl F. Arnold, dean of the University of Wyoming Law School, with a specialized background of utility law study. His post pays a $7,500 annual salary.

John H. Bickley, director of the accounting department of the Wisconsin Public Service Commission, was named for the chief accountant post at a $9,000 salary in charge of the accounting work of the telephone investigation. The accounting studies will be the major task of that inquiry. At the same time the Commission appointed another accountant at a $5,600 salary, Lloyd E. Bemis, of Chicago, who has conducted a number of telephone rate investigations. Last summer Mr. Bickley had been mentioned for appointment as a member of the FCC.

CBS Redesigns Studios To Provide Limited Echo

ALL STUDIOS of CBS in New York are being redesigned to improve accoustics, one unit, Studio No. 3, already having been completed. It involves the echo system based on the live-and-dead-end theory, with one end covered with rockwool, the other with wood panels free to vibrate and side walls reflecting moderately. One strong echo is provided for each sound produced to give a rich, musical tone and a vibrant quality in speech.

Two-directional RCA velocity microphones are used, all in standing positions, suspension microphones having been eliminated. The control room has been raised above the studio level. The remaining studios are to be redesigned during the spring and summer months. The work is being done by the CBS technical staff under Edwin K. Cohan, with Dr. E. E. Free, of New York University, as consultant.

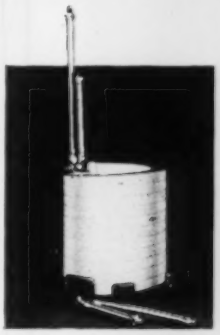
All-Metal Tubes Stir Dissent; Not Transmitter

THE PROPOSED introduction of all-metal tubes in next summer's line of General Electric Co.'s radio receiving sets has stirred considerable discussion in the radio trade, with Philco sending out statements and taking full-page advertisements in New York newspapers to dispute the claimed superiority of the new tubes. General Electric's announcement and descriptions of the tubes indicated that they are not to be adapted, for the present at least, for transmitting purposes, though G. E. states it is possible to produce them for broadcast transmission also.

The new tubes will be manufactured in the RCA Radiotron Co. plant at Harrison, N. J., for General Electric, neither RCA itself nor any of its licensees having indicated as yet that they will follow the Schenectady company's example in introducing them. They are one to three inches tall, and various points of superiority over the ordinary glass tubes are claimed, such as self-shielding, longer life, use of the metal envelope itself as plate and grid, etc. The present types of tubes are not interchangeable with glass tubes.

Philco pointed out in its statement that the introduction of metal tubes in England several years ago proved a failure, and warned the American radio "in justice to the public and to itself not to rush pell mell into metal radio tubes."

PORCELAIN WATER COILS



Modernize your transmitter with these new Lapp Porcelain Water Coils. Permanent, secure, non-sludging, they eliminate one of the most troublesome pieces of equipment in the modern transmitter.

Write for your copy of the Lapp Radio Catalog describing insulators for every Broadcasting requirement.

Lapp Insulator Co., Inc.
Le Roy, New York, U. S. A.

FEDERAL TELEGRAPH CO.
RADIO TUBES FAMED FOR PERFORMANCE

LONG LIFE • UNIFORM CHARACTERISTICS
Made under Federal Telegraph Company-Owned Patents
Federal Telegraph Co.
Tube F-357A
Half Wave Rectifier
Interchangeable with
U. V. 857 and W. E. 266A

Federal Telegraph Company, a Mackay Radio subsidiary, maintains a tube service organization that really wants to serve you.

● F-357A, half wave rectifier illustrated above, represents just one of a long line of Federal Telegraph Co. Radio Tubes *"Famed for Performance"* throughout the world. Federal Telegraph Co. engineers have greatly improved this type of mercury vapor tube by shielding it. In F-357A the arc is confined within the shield which reduces bulb blackening and materially reduces the tendency to arc back. A special filament core material insures permanency of the oxide coating and prevents flaking. Write for catalog.

FEDERAL TELEGRAPH COMPANY, 200 Mt. Pleasant Avenue, Newark, N. J.

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

MARCH 29 TO APRIL 12, INCLUSIVE

Applications . . .

MARCH 29

WKRC, Cincinnati — Modif. CP extend completion.

WSVA, Staunton, Va.—Modif. CP extend completion, change equip., transmitter site.

KFPL, Dublin, Tex.—CP change equip., increase from 100 w to 100 w N 250 w LS, amended re transmitter site and antenna.

WEBQ, Harrisburg, Ill.—Modif. license from spec. to unltd., asks facilities of KFVS.

KFNF, Shenandoah, Ia.—Modif. license from ½ time shares-WILL and KUSD to shares-KUSD, KFNF ⅞ time, KUSD ⅛ time, part of facilities KUSD.

WKBB, East Dubuque, Ill.—License for CP.

KUSD, Vermillion, S. D.—Modif. license to change hours from shares-WILL, KFNF, KUSD, WILL ½ time KFNF ½ time to shares-KFNF ⅛ time, KFNF ⅞ time.

KTFI, Twin Falls, Ida.—Modif. license from 500 w 1 kw LS to 1 kw.

NEW, Alaska Radio & Service Co. Inc., Juneau, Alaska—CP 1220 kc 100 w unltd. amended to 1200 kc, studio & transmitter sites.

NEW, L. E. Robideaux, Bend, Ore.—CP 1500 kc 100 w 250 w LS unltd., amended to 100 w, spec. hours, change equip. & transmitter site.

APPLICATIONS RETURNED — NEW, Lee Medley & T. O. Hurst, d/b Central Brdcstg. Station, Brownwood, Tex., CP 1210 kc 100 w unltd. 250 w D; NEW, John Franklin Norris, Tuscaloosa, Ala., CP 1420 kc 100 w unltd., facilities WAMC; NEW, Clinton G. Nelson, Petoskey, Mich., CP 1390 kc 1½ watts-2 watts-LS unltd.; NEW, Valley Brdcstg. Co., Youngstown, O., CP 13⅜ kc 100 w D, amended to 1370 kc; NEW, Bell Pub. Co., Belton, Tex., CP 1310 kc 100 w D; WPFB, Hattiesburg, Miss., modif. license from spec. to unltd.

MARCH 30

NEW, Hartford Times Inc., Hartford, Conn.—CP 1200 kc 100 w 250 w D unltd., amended to 100 w D & N.

WOR, Newark—CP move 5 kw transmitter to Carteret, N. J., for auxiliary.

WGCM, Mississippi City, Miss.—Modif. license from spec. hours to unltd.

WDAG, Amarillo, Tex.—Vol. assignment license to Plains Radio Brdcstg. Co.

NEW, David Parmer, Columbus, Ga.—CP 1200 kc 100 w unltd.

NEW, KGBX Inc., St. Joseph, Mo.—CP 1500 kc 100 w unltd., amended to News Brdcstg. Co.

WTMV, East St. Louis, Ill—Modif. CP new station 1500 kc 100 w unltd., requesting equip. changes, extension completion date.

KOIL, Council Bluffs, Ia. — CP new equip., increase from 1 kw 2½ kw D to 5 kw D.

WREN, Lawrence, Kan. — Vol. assignment CP new equip., increase from 1 kw to 1 kw 5 kw D, requesting further equip. changes.

WAAW, Omaha—CP increases from 500 w to 5 kw, change equip.

NEW, Black Hills Broadcast Co., Rapid City, S. D.—CP 1370 kc 100 w unltd., amended re transmitter site.

KRLC, Lewiston, Id. — License for CP new station.

KWSC, Pullman, Wash. — CP change equip., increase from 1 kw 2 kw D to 1 kw 5 kw D, amended further equip. changes and transmitter site to be determined.

NEW, Edwin A. Kraft, Fairbanks, Alaska—CP 950 kc 250 w unltd.

APRIL 1

WJMS, Ironwood, Mich.—License for CP move transmitter.

WKBO, Harrisburg, Pa.—License for CP increase power, change equip.

WMFJ, Daytona Beach, Fla. — License for CP as modified for new station.

NEW, Dudley J. Connolly & Co., Chattanooga—CP 1200 kc 100 w unltd.

KWBG, Hutchinson, Kan. — Modif. CP change equip., approval transmitter and studio sites.

KWK, St. Louis—Auth. install automatic freq. control.

KLO, Ogden, Utah—CP change equip., increase from 500 w to 1 kw.

NEW, Paul R. Heitmeyer, Cheyenne, Wyo.—CP 1210 kc 100 w N 250 w D unltd.

NEW, Miles J. Hansen, Fresno, Cal.—CP 1210 kc 100 w unltd.

NEW, Southern Oregon Pub. Co., Roseburg, Ore.—CP 1500 kc 100 w unltd., amended to D only.

APPLICATIONS RETURNED—WHBY, Green Bay, Wis., license for CP increase D power, change equip.; NEW, E. L. Sherman & H. L. Corley, Trinidad, Col., CP 1370 kc 100 w unltd., amended re equip., studio & transmitter sites; CBS, New York, auth. transmit programs to foreign stations; KVOO, Tulsa, Okla., modif. license from simul. D, share N with WAPI to unltd.; WAPI, Birmingham, modif. license from 1140 to 590 kc, change power from 5 kw to 1 kw N 5 kw D, change hours from simul. D, share N with KVOO to unltd.

APRIL 2

WMBQ, Brooklyn — Voluntary assignment license to Metropolitan Brdcstg. Corp.

NEW, W. T. Knight, Jr., Savannah, Ga.—CP new station 1200 kc 100 w unltd.

NEW, Tom E. Foster, M. E. Terry d/b Kilgore Daily News, Kilgore, Tex.—CP 990 kc 250 w D.

WCFL, Chicago—Modif. CP as modified to move transmitter, install new equip., increase from 1½ to 5 kw, hours from ltd. to unltd., extension completion to 6-15-35.

WAAF, Chicago—CP move transmitter to Union Stock Yards, studio to Palmer House, install new equip., change from D to unltd. 500 w, amended to 500 w N 1 kw D.

WMBD, Peoria, Ill.—Modif. license from 500 w N 1 kw D to 1 kw D & N.

KSO, Des Moines—Modif. CP move transmitter, approval transmitter site, new equip., amended transmitter site to 715 Locust St., Des Moines.

WMFG, Hibbing, Minn.—Modif. CP as modified new station 1210 kc 100 w unltd., requesting approval studio & transmitter at Howard St. & 6th Ave., extend completion.

NEW, News Brdcstg. Co., St. Joseph, Mo.—CP 1500 kc 100 w unltd., amended from 1500 to 1310 kc.

WJAG, Norfolk, Neb.—License for CP change equip.

WHBL, Sheboygan, Wis.—License for CP change equip.

KMPC, Beverly Hills, Cal.—Exp. auth. 710 kc 250 w N 500 w D unltd to 8-1-35.

NEW, Robert Kaufman, Inglewood, Cal. —CP 1210 kc 100 w spec. D.

NEW, Clark Standiford, Pasadena, Cal. —CP 1150 kc 500 w unltd., studio & transmitter 39 S. El Molino Ave., Pasadena.

KGDM, Stockton, Cal.—Modif. CP new equip., move transmitter, increase power, amended re transmitter site and extension completion.

NEW, Clark Standiford, Fresno, Cal.—CP 1500 kc 100 w unltd., transmitter & studio 2040 Kern, Fresno.

NEW, Alfred Frank & Clarence Bamberger, Salt Lake City—CP 500 kc 500 w unltd., at 4th & Main St., Salt Lake City.

APRIL 5

WNBF, Binghamton, N. Y.—Exp. auth. change equip., 1240 kc 500 w N 1 kw D unltd., move transmitter.

NEW, Dean R. Richardson, Watertown, N. Y.—CP 1340 kc 250 w unltd.

WCAO, Baltimore—Modif. license from 500 w N 1 kw D to 1 kw D & N.

NEW, Valley Brdcstg. Co., Youngstown, O.—CP 1370 kc 100 w D.

WIP, Philadelphia—Modif. license from 500 w to 1 kw D & N.

WFIL, Philadelphia—Modif. license from 500 w to 1 kw D & N.

KGCU, Mandan, N. D.—Modif. license from 1240 to 1230 kc, spec. to unltd.

NEW, Earl E. Rumbaugh, Danville, Ill. —CP 1370 kc 100 w D.

KGB, San Diego, Cal.—Modif. CP extend completion.

KFRC, San Francisco—Modif. CP extend completion.

KGGC, San Francisco—Modif. license from spec. to unltd.

KHJ, Los Angeles—Modif. CP extend completion.

APRIL 6

WMFE, New Britain, Conn.—Modif. CP change equip., transmitter site, extend completion.

WFDF, Flint, Mich.—License for CP new station.

NEW, Fort Industry Co., Cleveland—CP 850 kc 250 w D.

NEW, St. Petersburg Chamber of Commerce, Fla.—CP 1310 kc 100 w unltd., amended re transmitter site.

KFJM, Grand Forks, N. D.—CP change from 1370 to 1390 kc, increase from 100 w to 1 kw 5 kw D.

WIL, St. Louis—Exp. auth. change equip., freq. from 1200 to 1250 kc, increase from 100 w 250 w D to 250 w 500 w D, change time from unltd. to spec., amended re spec. hours.

NEW, Charles C. Theis, Wichita—CP 1210 kc 100 w unltd.

KGY, Olympia, Wash.—Extension spec. auth. use added time; modif. license re hours.

APPLICATIONS RETURNED—WCFL, Chicago, ext. exp. auth. unltd. time; WMBQ, Brooklyn, invol. assignment license to Paul J. Gillhofer & Lillian E. Kiefer.

APRIL 8

NEW, Century Brdcstg. Co. Inc., Richmond, Va.—CP 1310 kc 100 w unltd.

WJW, Akron—CP change equip.

WMBC, Detroit — CP change equip., change from 1420 to 1300 kc, change from 100 w 250 w D to 500 w D & N.

WAIM, Anderson, S. C.—License for CP as modified, new station.

NEW, Joplin Brdcstg. Co., Pittsburg, Kan.—CP 1200 kc 100 w D amended re transmitter site.

KLZ, Denver—Modif. CP new equip., increase from 1 kw to 1 kw 2½ kw D, new equip., further request for 1 kw 5 kw D, extend completion, amended to omit request for 5 kw D.

APPLICATIONS RETURNED— WSYB, Rutland, Vt., CP change equip., increase from 100 to 250 w D; NEW, Rev. Jerome J. De Fontes, Savage, Md., CP 1500 kc 100 w SH; NEW, Carl S. Taylor, DuBois, Pa., CP 590 kc 100 w D; NEW, K. K. Brown, S. O. Wright & Gordon A. Drum, Morganton, N. C., CP 100 w spec. hours, optional frequency; NEW, Life Builders, Dr. Alvin J. Corbell, Fort Worth, CP 1200 kc 100 w unltd.; NEW, V. H. Lake & H. E. Stanford, d/b L & S Brdcstg. Co., Atlanta, CP 100 w unltd.; WEBC, Superior, Wis., modif. license from 1 kw 5 kw D to 5 kw D & N; NEW, A. Corenson, Ventura, Calif., CP 1210 kc 100 w, SH-KPPC, KFXM.

APRIL 10

WPRO, Providence, R. I.—Modif. license to cover CP new transmitter, change from 1210 to 630 kc, increase from 100 to 250 w, move transmitter.

WMMN, Fairmont, W. Va. — CP new transmitter, increase from 250 w 500 w D to 1 kw, move transmitter.

NEW, R. R. West, Rock Springs, Wyo. —CP 1500 kc 100 w unltd., amended re freq. & time.

APPLICATIONS RETURNED — NEW, Frank Lyman Jr., Portland, Me., CP 1210 kc 100 w unltd.; KXYZ, Houston, Tex., license for CP change equip., increase from 500 w to 1 kw; KGKY, Scottsbluff, Neb., license for CP new equip., increase power; KLPM, Minot, N. D., modif. license from 1240 to 600 kc, change hours from spec. to unltd., call to KFEU, transfer of control to Northwest Radio Service Inc.

Photo courtesy of Baird Television, Ltd.

TELEVISION IN ENGLAND—From aerials on this spire of the Crystal Palace, London, British engineers have conducted experimental tests of visual broadcasting, but the actual installation of the first transmitter for service to the public later this year will be at Alexandra Palace in northeast London. From the Alexandra Palace's four 145-foot towers, aerials nearly 600 feet above sea level will be strung to furnish a 25-mile radius with 10,000 watts power. Here are shown three of the Baird system's aerials on the Crystal Palace, one atop the tower and two protruding from the balustrade.

Winters to WOR

RAY WINTERS, pioneer NBC announcer, who later went with WMCA, New York, has joined the staff of WOR, Newark. At one time he was with KFI, Los Angeles, and lately has acted as program director for WOV, New York.

Decisions . . .

APRIL 2

WIBA, Madison, Wis. — Granted extension exp. auth. use added 500 w N 90 days.

W2XHI, Newark — Granted modif. CP extend completion.

WRGA, Rome, Ga.—Granted modif. CP extend completion.

WIBW, Topeka—Granted license for CP 580 kc 1 kw N 5 kw D, shares-KSAC.

KFJB, Marshalltown, Ia.—Granted modif. license change from spec. to unltd. 1200 kc 100 w N 250 w D.

KTUL, Tulsa, Okla.—Granted modif. license 1400 kc 500 w unltd., regular period.

WPHR, Petersburg, Va.—Granted consent transfer control to J. Sanford Edge.

SET FOR HEARING—WDEL, Wilmington, Del., applic. CP new equip., increase from 250 w N 500 w LS to 500 w N 1 kw LS; KHQ, Spokane, applic. CP move transmitter locally, increase to 5 kw; KRKO, Everett, Wash., applic. vol. assign. license to Pioneer Broadcasters Inc.; KGFG, Oklahoma City, applic. CP change equip., increase to 250 w D, change hours to unltd., requests facilities of KCRC; KFKA, Greeley, Col., applic. modif. license to 630 kc; WEEI, Boston, CP amended to directional antenna, seeks increase from 1 to 5 kw; WATR, Waterbury, Conn., applic. modif. license amended to ltd. (LS San Antonio); KFEQ, St. Joseph, Mo., applic. CP change transmitter site, change equip., increase to 5 kw D; NEW, "Radio Chapel of the Air", Minneapolis, applic. CP 1370 kc 100 w unltd.; NEW, C. D. Goff, Tampa, Fla., applic. CP 1500 kc 100 w unltd.; NEW, Reporter Pub. Co. Inc., Abilene, Tex., applic. CP 1420 kc 100 w unltd.; NEW, Big Springs Herald Inc., Big Springs, Tex., applic. CP 1500 kc 100 w unltd.; NEW, Wm. O. Ansley, Jr., d/b Guilford Brdcstg. Co., St. Abilene, Tex., applic. CP 1420 kc 100 w unltd.; NEW, North Texas Pub. Co., Paris, Tex., applic. CP 1500 kc 100 w D, studio 34-35 Lamar Ave.; KXL, Portland, Ore., applic. modif. license from 1420 to 780 kc, increase from 250 w D 100 w N to 250 w D & N, hours from shares-KBPS to spec.; WJJD, Chicago, applic. CP move to Des Plaines, Ill. and erect vertical radiator.

ACTION ON EXAMINERS' REPORTS —WEBR, Buffalo, Oral argument to be heard 6/13 on applic. CP change from 1310 to 800 kc, power from 100 w N 250 w D to 1 kw ltd. to LS Dallas; WBTO, Cumberland, same as WEBR except time; NEW, E. D. Smith, Jr., Chattanooga, Tenn., Denied as in default applic. for failure to appear.

MISCELLANEOUS—NEW, Big Springs Brdcstg. Co., Big Springs, Tex., denied petition take supplemental depositions on CP applic.; WWJ, Detroit, hearing continued pending surveys; WIP, Philadelphia, hearing set for 4/8 on applic. 1 kw N continued on request of applicant and protestants, WCAO, WICC, all asking 1 kw; NEW, F. N. Pierce, Taylor, Tex., on motion Chairman Prall, applic. remanded to examiner for additional testimony; KFPM, Greenville, Tex., surrendered license 1310 kc 15 w spec. because of economic conditions; WSMB, New Orleans, denied reconsideration order to suppress signals toward Des Moines not to exceed 500 w; KGA, Spokane, cancelled spec. auth. 900 kc 1 kw N 2½ kw D, ordered back to 1470 kc 5 kw as of 4/8; KGNO, Dodge City, Kan., denied protest against grant of CP new station to Garden City Brdcstg. Co.; WSPD, Toledo, O., denied stipulation of attorneys for WALR, WHBA, WSPD for intervention by WSPD at hearing on applic. WALR to move to Toledo despite former adverse ruling by Commission; KELW, Burbank, Cal., & KTM, Los Angeles, spec. auth. terminated and renewal licenses issued as result of court decision in Don Lee Brdcstg. System v. Federal Communications Commission, & consent vol. assignment licenses to Evening Herald Pub. Co.

APPLICATIONS DISMISSED — NEW, Lafayette Advertiser Gazette Co. Inc., Lafayette, La., CP 1310 kc 100 w unltd.; KMPC, Beverly Hills, Cal., Modif. license 710 kc 500 w unltd.; KVL, Seattle, modif. license 1070 kc 100 w D.

RATIFICATIONS:

WPAY, Portsmouth, O.—Granted modif. CP transmitter & studio locations (March 28).

WKAR, East Lansing, Mich. — Granted temp. auth. to broadcast special events (March 29).

J. M. Draughon granted auth. take depositions supporting CP applic.; City of Dallas (WWR) granted right to intervene applic. East Texas Brdcstg. Co.; KRGV Inc., granted petition to intervene in applic. CP of Eugene DeBogory; Don Lee Brdcstg. System and Kansas City Star Co., granted petition to consolidate applic. of Buttrey Broadcast Inc. (KFBB) with hearing on KFRC, WDAF; City of Dallas (WWR) denied request for order to take depositions at hearing.

APRIL 9

(Meeting deferred due to illness of Chairman E. O. Sykes of Broadcast Division.)

Examiners' Reports . . .

NEW, E. B. Gish, Abilene, Tex.—Examiner Dalberg recommended (1-33) that applic. to withdraw applic. for CP be granted.

WNRA, Muscle Shoals City, Ala.—Examiner Dalberg recommended (1-34) that applic. for modif. of license to 1420 kc 100 w unltd. be granted.

KFBK, Sacramento, Cal. — Examiner Walker recommended (1-35) that application for CP 1310 kc 100 w unltd. be denied.

NEW, W. L. Gleeson, Salinas, Cal.—Examiner Walker recommended (1-37) that motion for leave to withdraw applic. without prejudice be granted and case dismissed.

NEW, Radio Service Inc., Redlands, Cal. —Examiner Walker recommended (1-38) that motion for leave to withdraw applic. be granted and case dismissed.

NEW, Arthur Westlund & Jules Cohn, Santa Rosa, Cal.—Examiner Walker recommended (1-39) that applic. for CP 1500 kc 100 w unltd. be denied.

Labor Board Cites Station in Atlanta

Finds That WGST Failed to Bargain With Employes

A FINDING that WGST, Atlanta, had violated Section 7(a) of the National Industrial Recovery Act by refusing to bargain collectively with the authorized representatives of its employes was announced April 8 by the National Labor Relations Board. The ruling reversed the finding of the regional board in Atlanta in favor of the station. It was the first opinion involving a radio case. Decision has not yet been reached as to whether an appeal will be noted by the station to the Federal courts.

The case was brought before NLRB on appeal of Local Union No. 647 of the International Brotherhood of Electrical Workers, of which all eligible employes of WGST were said to be members, after the regional board had decided in favor of the station. In its opinion, NLRB said that during December, 1934, A. S. Nance, a union representative, called on D. H. Brinkmoeller, then WGST manager, and presented an agreement covering wages, hours and working conditions and providing for a closed shop. One of the salient issues, it is understood, was the demand that announcers rather than operators be used for station break announcements during late hours.

Mr. Brinkmoeller, the opinion states, rejected the proposal without offering any counter proposal on the ground that he would not accept a closed shop provision. He is said to have repeated his position subsequently.

"Since the facts are undisputed," the opinion said, "we can consider the case independent of the findings of the regional board. In our opinion the company has failed to bargain collectively with the authorized representative of all its employes. An employer is not, of course, required by Section 7(a) to accept a closed-shop clause. But the presence of a closed-shop provision in a proposed agreement does not justify a refusal to discuss other terms or to suggest counter-proposals."

Importance is attached to that phase of the ruling stating that closed-shop agreements are not mandatory. The complaint in the WGST case was that the management failed to attempt to negotiate an agreement.

"No effort was made," continued the opinion, "to learn the sentiments of the representatives toward the concessions granted. From the evidence it appears that the company heard evidence and presented its decision without attempting to secure the agreement of the employes in the result."

After proclaiming its findings, the board stated that unless within seven days the station notifies the board in writing that it will enter into negotiations with IBEW and endeavor in good faith to arrive at a collective agreement covering terms of employment, "the case will be referred to the Compliance Division of the NRA and to other agencies of the Federal Government for appropriate action."

Liquor Bill Aired

"TO BROADCAST or not to broadcast" was the question before the Nebraska House recently when it was about to consider liquor legislation. By a vote of 61-20, KFAB and KFOR, Lincoln, and KOIL, Omaha, were requested to remove their microphones to cloak rooms where they might give summarized reports. Dissatisfied, the stations put it up to the public. The deluge of messages that swamped the lawmakers made them change their minds and the order was revoked. The state government uses radio on a broad scale.

CREI

"YOUR COURSE IS VITAL IN THE TRAINING OF MY MEN . . . "

—recently said a prominent radio executive. That man knows that his organization gets best results from men who can qualify to handle any type of radio job. That's why progressive executives are suggesting this additional, advanced technical training to their men. CREI training is a wise investment for every radio man, that pays dividends in cash and knowledge.

3 PLANS OF STUDY FOR EVERY AMBITIOUS RADIO MAN

HOME STUDY

For the experienced radio man; a complete training in every phase of practical radio engineering.

RESIDENCE

In our Washington school under engineer-instructors. Finest working apparatus and equipped laboratories.

COMBINATION

A thorough course that combines home-study training with our residence course. The most thorough radio course available.

Write For Free 44-Page Catalog!

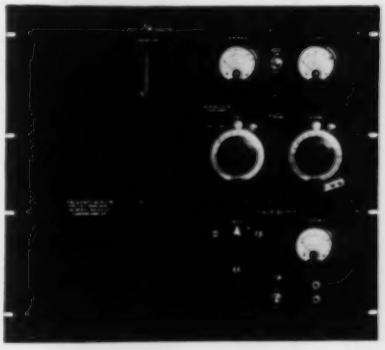
CAPITOL RADIO ENGINEERING INST.

Dept. B-4

14th and PARK ROAD

WASHINGTON, D. C.

POLICE FREQUENCY MONITOR



Increased congestion in the high-frequency channels necessitates the use of refined frequency monitoring equipment by Police Radio Stations to avoid interference with other services.

The new **General Radio Type 475-A Police Monitor** furnishes adequate protection against "off frequency" reports.

This monitor consists of a temperature-controlled a-c operated quartz-plate oscillator, heterodyne detector, audio-frequency amplifier and power supply. It is completely self-contained and a-c operated.

The output is sufficient to furnish loudspeaker warning to the operating personnel if the transmitter deviates from its assigned frequency.

Price, complete with quartz plate adjusted to the frequency of the station, $415.00.

For complete specifications request a copy of Bulletin B-385A which we will gladly send upon request.

GENERAL RADIO COMPANY

30 State Street Cambridge A, Massachusetts

The Other Fellow's Viewpoint . . .

Housewives and Children

To the Editor of BROADCASTING:

We were rather disturbed to read your account of the important conference held in New York March 25, since there are a few inaccuracies and some omissions which tend to place the work of our organization and its membership in a false light.

First of all, at no time during the conference did we stress particular interest in programs for "children and housewives". We are interested in all radio programs and spoke of the woman's viewpoint in this connection. It is true we discussed children's programs but we certainly did not convey or intend to convey the impression that our interest is confined solely to programs for "children and housewives".

Second, Mrs. Milligan made it very clear that our membership varied greatly in character and comprises practically every type of woman's organization. As you will see by glancing at our letterhead, we have such groups as the American Association of University Women, Association of Junior Leagues of America, Medical Women's National Association, National Association of Women Painters and Sculptors, National Federation of Music Clubs and Zonta International, as well as the American Legion Auxiliary, General Federation of Womens' Clubs and other organizations which are composed largely of women chiefly interested in the home.

Third, according to your report the representatives of the Women's National Radio Committee made no concrete suggestion at all, although it is my impression that we offered a very definite proposal for better children's radio programs, and explained in great detail how this would work out to the mutual satisfaction of broadcasters and present critics of children's programs.

Fourth, you confine to a single sentence our report on listening groups, and how they serve to make constructive use of radio as an educational and cultural device. This is a growing movement, and the organization of thousands of of such units all over the country with their very direct bearing upon radio programs, (since we are encouraging them to become articulate in expressing their opinions) should not be too lightly regarded.

Fifth, while you correctly report our favorable reaction to Mr. Aylesworth's proposal to study fan mail received by NBC you failed to state that we disagreed with Mr. Aylesworth as to the character of such mail. We have endeavored from the first days of our organization to impress more discriminating listeners with their responsibility to write frequently expressing their likes and dislikes, but we cannot concede that the majority of the letters received at present truly represents the viewpoint of this type of audience. If this were true we would not have been able to build such a vast organization of women, who demand higher standards in radio, in the comparatively brief period of our existence. At club meetings we have frequently asked those women who have written to studios to raise their hands, and often not a single hand is raised.

Sixth, we regret you did not state our satisfaction with Mr. Prall's appointment as Chairman of the FCC. We expressed in no uncertain terms our feeling that we consider him an excellent man for the responsible job he holds, and our intention to cooperate closely with him.

Please do print these corrections in your next issue as we do not want anyone to glean the impression that our membership is interested only in programs for "housewives and children". The home women in our organization have a very real and personal interest in radio programs, and intelligent opinions to offer; but we also have large groups of business and professional women whose interest is just as keen. It would be manifestly unfair to them to think only in terms of housewives and exclude the views of this important and extremely intelligent portion of the radio audience.

LUELLA S. LAUDIN,
Executive Secretary
Women's Nat'l Radio Committee
New York April 2, 1935

EDITOR'S NOTE—Miss Laudin fails to take into account the factors of editorial evaluation and space limitations. We are glad to publish the foregoing letter to enable her to set forth her views. Miss Laudin sent copies of the foregoing letter also to Messrs. Prall, Ward, Loucks, Aylesworth, Dunham and Willis, all of whom attended the meeting.

EDWIN E. FRESHNEY, formerly sales manager of WLW, Cincinnati, has joined Procter & Collier Co., Cincinnati agency, as vice-president and radio director.

Convention Calendar

July 6-10: *National Association of Broadcasters*, 13th annual convention, Broadmoor Hotel, Colorado Springs, Col.

June 9-12: *Advertising Federation of America*, annual convention, Palmer House, Chicago. Commercial section of NAB meets in conjunction with AFA session and will have before it agency recognition bureau and creation of a cooperative bureau of standard coverage and listener data.

May 5-8: *Association of National Advertisers*, semi-annual meeting, Greenbrier Hotel, White Sulphur Springs, Va.

June 11-12: *Radio Manufacturers Association*, annual meeting, Stevens Hotel, Chicago.

July 1-3: *Institute of Radio Engineers*, annual meeting, Statler Hotel, Detroit. Engineering Committee of NAB will meet during sessions.

May 15: *National Education—Radio Conference*, session called by FCC to consider plans for cooperation between broadcasters and educators, to be held before Broadcast Division of FCC at New Postoffice Bldg., Washington.

May 6-8: *National Advisory Council on Radio in Education*, sixth annual assembly, Ohio State University, Columbus, O.

WOR's COVERAGE Includes Even Birds and Fish, Engineers Discover

THE BIRDS and the fish around Carteret, N. J., scarcely know what to make of WOR's new 50 kilowatt transmitter and their conduct has engineers a trifle baffled. In recent tests, the engineers noticed that tones of certain frequencies made fish in nearby Casey's Creek float belly upward for hours. Later they recovered, apparently as good as ever. At another frequency the fish lined up in military formation and wouldn't disburse until the frequency was changed.

Birds simply adore the warm water in the large outdoor cooling pond, especially when the day is raw, and they use it for a bathtub as well as foot warmer. A trained spaniel now keeps the birds out of the pool, thus eliminating danger of a clogged strainer in the pumps.

Georgia S. Aylesworth

MRS. GEORGIA SHORES AYLESWORTH, mother of M. H. Aylesworth, NBC president, died at the home of her daughter, Mrs. Arch Hahn, in Fort Collins, Colo., April 4. She was in her late seventies and had been ill since the death in 1933 of her husband, Dr. Barton O. Aylesworth, who was president of Colorado State College for 15 years, at one time pastor of the Central Christian Church in Denver and later on the faculty of Drake University in Des Moines. Mr. Aylesworth went to Fort Collins to attend the funeral.

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Announcer-organist, announcer-pianist and experienced radio salesman wanted for local station mid-Atlantic location. Large potential field to be developed. Excellent opportunity. Box 303 BROADCASTING.

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Progressive engineer, announcer, continuity writer and program builder. Salary secondary to good opportunity. Now employed. Excellent references. Box 305, BROADCASTING.

Young announcer. Excellent knowledge of operation and maintenance of broadcast equipment. Voice recording on request. Box 304 BROADCASTING.

Station Manager — dependable, excellent references—salary secondary to good opportunity. Box 302 BROADCASTING.

Scripts For Sale

Continuity—"The Great Marko"—Modern gag program. Script $1. Transcription $2.50. Exclusive your territory. Samples gratis. William H. Davis, 301 West Pearl, Jackson, Mississippi.

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Capital needed for erection of prospective small station in far-central west. Field all cleared. No cash need be spent until construction permit is granted. Wonderful opportunity as sound investment. If you haven't at least $6,000 don't apply. Box 301 BROADCASTING.

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A radio station having particularly wide circulation must recognize and cater to many different program preferences of its far-flung, mixed audiences.

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These two favorite stations *know* their listeners, and give them exactly what they want to make listening-in a pleasure no matter what hour of the day or evening.

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